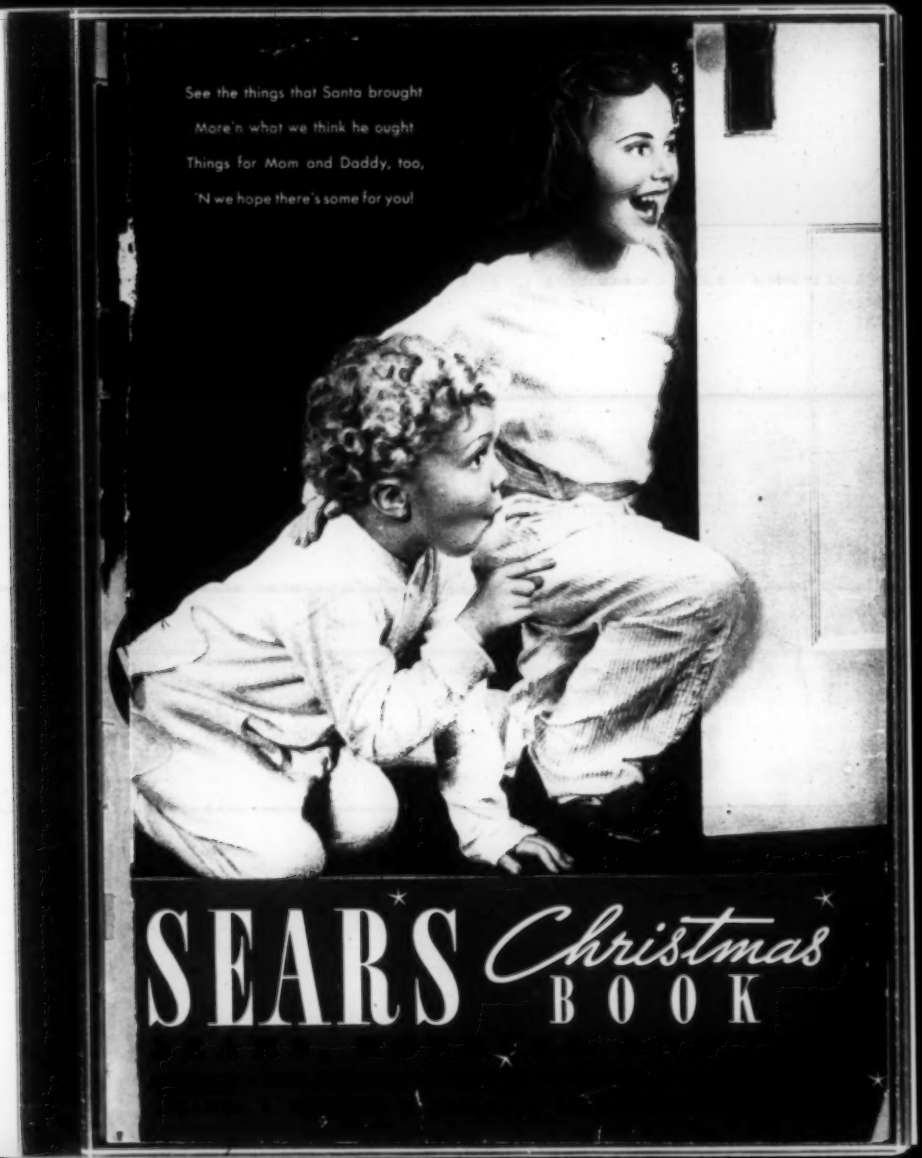

See the things that Santa brought
More'n what we think he ought
Things for Mom and Daddy, too,
'N we hope there's some for you!
SEARS Christmas BOOK

### Warm Wool Knit Gloves

Ⓐ Luxury soft, wool yarns firmly knit. Long gauntlet cuffs. Brushed surface. Seamless and fully shrunk. Rainbow stripes. COLORS: Navy, Red and Brown. Sizes for women and misses. *State size and color.* Shipping weight, 3 ounces.

33 V 3478—Women's Sizes, 6, 7 and 8 ..... 55c

33 V 3748—Misses' Sizes, 5 to 14 yrs. ..... 49c

### Comfy "Magic" Slippers

Ⓓ Wear them around the house, in bed, for traveling. They're 50% ribbed knit wool, warm as toast, cozy as can be. Already buttedd. COLORS: Lavender, Rose or Powder Blue. SIZES: Small for shoe sizes up to 5½. Large for shoe sizes 6 and larger. *State size and color.*

29 V 8099—Shpg. wt., Pr., 4 oz. ..... 50c

### Dress Up Your Gifts!

3 V 5575—Sears De Luxe Assortment, 19 sheets tissue, decorated and bright Red, Green and White; 75 ft. tying cord; 66 ft. cellophane and tinsel ribbon; 100 cards, tags, seals; 25 metallic seals. Shpg. wt., 1 lb. Complete. ..... 49c

3 V 5587—Economy Assortment, 195 pieces: 150 ft. tinsel cord; 140 cards, tags and seals; 22 sheets assorted tissue; 25 metallic seals. Shipping weight, 12 ounces. ..... 99c

### 5-Piece Du Pont Set

Ⓑ A $1.50 Value! A really delightful gift that costs you surprisingly little! Genuine Du Pont pyralin composition-filled set. Good quality mirror (about 11½ in. long), brush and comb, in rayon lined gift box. COLORS: Rose, Green or Blue with contrasting color decorations. *State color.* Shipping weight, 2 pounds.

8 V 9717—5-Piece Set. ..... 98c

### All Wool Shoulderette

Ⓒ So Christmassy, yet costs little. Lovely all wool worsted—in a pretty fancy knit. Ribbon ties. Wear it around the house, under a coat, as a warm bed jacket. One generous size. COLORS: Pink, Lavender or Light Blue. *State color.* Shpg. wt., 7 oz.

29 V 8053—Each. ..... 89c

### "Rainbow" Scarf!

Ⓖ The gay hand painted colors glow with a richer gleam on the satin striped texture. Lovely weighted silk crepe, tubular and reversable. Beautiful multi-colors go with every costume. A lovely gift for "her" at a low price. Size, 41x8½ in. Self fringed ends.

PETTICOATS TOO. COLORS: Red, Royal Blue or Brown. *State color.* Shipping weight, 5 ounces.

15 V 4348—Each ..... 95c

### Mello-Glo Gift Set

Ⓔ A "Just-Right" gift sur- pleaze almost any woman or A smart $2.00 value Mello-Gl in a charming lined gift box con ing full $1.00 size box of Mell Facial-tone Face Powder, and 50c size bottles of delightful fumes—"Daytime" for street and "Evening" for social occas Shipping weight, 1 pound.

8 V 9761—Complete Set. .....

### Lovely New House Coa

Ⓕ Attractive wide wale cotton durey. Wide flare ... puff sl ... big covered buttons. Co Rose, Copen or Medium G Sizes, 30, 32, 34, 36, 38 and bust. *State bust measure and wanted.* Length about 57 in. ting weight, 2 pounds.

27 V 1701—Each. ..... $4

### Bunny Set for Kiddie

Ⓗ A Christmas box of fun warm cheer that's sure t first place in any youngster's Bunny slippers and doggy of d natural color lambskin—no could be softer, nothing so ligh so cozy. Warm, practical and so cunning! Soft soles on slipp

BABIES' AND TOTS' SIZES: 5, 6, 7, 8, 9, 10. Wide width. *size.* Shipping wt., 11 oz.

15 V 90943—Pair. .....

**GET OUT YOUR BIG SEARS-ROEBUCK CATALOG AND S**

BIG SAVINGS FOR YOU

*Fall Prices Reduced for*

# Sears SUPER VALUE SALE

NOVEMBER DECEMBER

## SEE WHAT YOU SAVE . . . BUY NOW

| Everything in This Book Now Lower Priced | General Catalog Price | Now Sale Price |
|---|---|---|
| 70x80-Inch Part Wool Blanket (*Back Cover*) | ~~$1.95~~ Pr. | $1.69 |
| Our Finest 1-Lb. All Wool Batt (*Page 27*) | ~~1.39~~ | 1.19 |
| Yard Wide Cotton Flannel (*See Page 19*) | ~~Yd. 14½~~ | Yd. .10 |
| Girls' 10% Wool Underwear (*See Page 4*) | ~~.58~~ | .44 |
| Women's 10% Wool Pilgrim Princess Underwear (*See Page 4*) | ~~1.08~~ | .89 |
| Women's Sanforized Flannelette Nightgown (*See Page 17*) | ~~1.29~~ | 1.09 |
| Women's All Wool Twin Sweater Set (*Page 16*) | ~~$2.39~~ | $1.88 |
| Women's Dress Shoes (*See Page 23*) | ~~2.80~~ | 1.98 |
| Men's Heavy Weight Combed Cotton Underwear (*See Page 2*) | ~~.98~~ | .83 |
| Men's Hercules Covert Work Shirt (*Page 7*) | ~~.98~~ | .79 |
| Men's Knitted Wool "Zip" Sport Jacket (*See Page 7*) | ~~2.79~~ | 1.98 |
| Men's Sturdy Work Shoe (*See Page 24*) | ~~2.25~~ | 1.84 |

## SEARS, ROEBUCK AND CO.

CHICAGO • PHILADELPHIA • BOSTON • KANSAS CITY • MINNEAPOLIS
ATLANTA • MEMPHIS • DALLAS • SEATTLE • LOS ANGELES

RED-HOT VALUES MAKE SEARS

# Super Value Sale

THE BARGAIN NEWS OF THE YEAR

~~47¢~~ EACH GARMENT NOW 42¢

## Heavyweight Cotton Bargain

A world of long-wearing, dependable quality, priced surprisingly low during Sears Sensational Super-Value Sale. Fine resilient ribbing that stays close textured and full bodied. Heavy weight for comfortable winter wear. Full sized throughout; no strain or binding. Shirts have long sleeves, inset shoulders, rayon-trimmed tubular collar. Ankle length drawers have double crotch with extra strong facing at front and around waist. Snug ribbed cuffs and anklets. A great value in Sears Big Catalog—a startling buy during Sears Super-Value Sale! Buy all you need and save more money.

*State size.* Shipping wt., ea. garment, 14 oz.

**UNDERSHIRTS**

EVEN SIZES: 34 to 46-inch chest.

16 T 6028—Cream color

16 T 6030—White

**DRAWERS**

EVEN SIZES: 32 to 44-inch waist.

16 T 6029—Cream color

16 T 6031—White

Each garment..... 42¢



~~$1.15~~ NOW 98¢ EACH SUIT

~~63¢~~ NOW 55¢ EACH SUIT

## Heavyweight 10% Wool

Genuine Pilgrim quality reduced to a new startling low! 10% soft zephyr wool, balance fine long-staple cotton. Made to stand months of wear and washing. Finely ribbed knit in generous sizes; rayon trimmed tubular collar shaped to fit; inset shoulders and locked buttonholes for wear; wide one-button flap seat; comfortable flatlocked seams; ankle length with snug ribbed cuffs and anklets.

COLOR: Silver Gray. EVEN SIZES: 36 to 46-inch chest. *State size.* Shipping wt., ea. suit, 1 lb. 4 oz.

16 T 5974—Long sleeves

16 T 5975—Short sleeves

Each suit..... 98¢

## Sensational Bargain

Winter weight cotton underwear at a bargain price! Sears famous Pilgrim quality. Elastic ribbed knit of fine long-staple cotton. Ample sizes. Inset shoulders; tubular knit collar with rayon trim; flatlocked seams; ribbed cuffs and anklets; one-button flap seat; ankle length.

COLOR: Cream. EVEN SIZES: 36 to 46-inch chest. *State size.* Shipping weight, each suit, 1 pound 1 ounce.

16 T 5995—Long sleeves

16 T 5996—Short sleeves

Each suit..... 55¢

## Heavyweight Combed Cotton

~~98¢~~ NOW 83¢ EACH SUIT

Heavyweight combed cotton, tightly fleeced, at a startling saving! Extra wear and perfect comfort in this fine ribbed spring needle knit underwear. Stretches easily but always snaps back to shape. Generously sized for comfort and wear with tubular knit collar, rayon trimmed; fine quality facing down inside of front; tightly sewed pearl buttons; inset non-sag shoulders; comfortable specially shaped hemmed seat; snug ribbed cuffs and anklets. All styles ankle length.

EVEN SIZES: 34 to 50-inch chest. *State size.* Shipping wt., each suit, 1 lb. 4 oz.

16 T 5981—Gray random. Long sleeves.

16 T 5983—Cream color. Long sleeves.

16 T 5984—Cream color. Short sleeves.

16 T 5985—White. Long sleeves.

16 T 5986—White. Short sleeves.

Each suit..... 83¢

UNDERWEAR SURPRISINGLY

# Underpriced

RIGHT NOW WHEN YOU NEED IT

4 TO 8 YEARS 39¢ 9 TO 16 YEARS 49¢

33¢ EACH SUIT 42¢

29¢ NOW 19¢ EACH 47¢ NOW 39¢ EACH GARMENT

## Bargain in Boys' Winter Weight Cotton Suits

One of Sears most popular union suits for boys. Genuine Pilgrim quality in a comfortable weight, stretchy ribbed knit stitch with a light inside fleecing. Made with military shoulders that won't sag or bind, comfortable, smooth, flat-locked seams and rayon trimmed neck. One-button flap seat; snug ribbed cuffs. Long sleeves, ankle length.

COLOR: Cream. *State age-size.*

**16 T 7852**—Shipping weight, 9 ounces. Age-Sizes: 4 to 8 years..... **33c** Age-Sizes: 9 to 16 years..... **42c**

## Smart Color Combinations

Carefully tailored of the same fine fabrics used in men's better quality dress shirts. Fine soft quality cotton with roomy panel seat. 3-button yoke front and Lastex inserts at sides to prevent sagging. Buy all you need for the months to come because you may never again have the chance to get such good-looking, long wearing shorts at a price so exceptionally low!

EVEN SIZES: 30 to 44-inch waist. *State size.* Shipping weight, 4 ounces.

**16 T 8145**—Patterns similar to illustration. Each..... **19c**

## Warm 25% Wool

Warmth without weight. That's the story behind these snug-fitting serviceable garments. 25% wool, 5% silk, balance combed cotton. Swiss ribbed knit. Better buy all you'll need—now while the price is so low. Shipping weight, each, 3 ounces.

COLOR: Cream-white.

**16 T 6041**—Knit Shorts. Woven Lastex waistband; fly front; bramed legs. SIZES: Small (30–32); Medium (34–36); Large (38–40)-inch waist. *State size.* Each..... **39c**

**16 T 6040**—Knit Shirts. Wide fabric shoulder; tubular bound neck, armholes. SIZES: Small (34–36); Medium (38–40); Large (42–44)-inch chest. *State size.* Each..... **39c**

39¢ NOW 29¢ EACH GARMENT 19¢ NOW 12¢ EACH GARMENT 28¢ 23¢ EACH GARMENT

## 20% Wool Flatter-ees

## Rayon Striped Vest, Panties

Sears famous Flatter-ees—warmest, loveliest undies ever for a little girl. Lightweight, snug fitting, tuck-ribbed knit of fine two-thread yarns, 20% wool, 5% silk, balance combed cotton. Panties have flat elastic waistband and Lastex to keep the legs down. Buy them at this big saving! COLOR: Teanose.

SIZES: Small (6–8); Medium (10–12); Large (14–16) years. *State size.* Shipping weight, each, 4 ounces.

**16 T 7244**—Sleeveless Vest—Built-up shoulders.

**16 T 7245**—Short Leg Panties.

Each garment..... **29c**

Warm enough for winter weather, but light weight, and glistening with rayon stripes. No wonder girls love them! Soft, tuck-ribbed pink cotton, snug-hugging, stretching with a breath. Panties have flat elastic waistband, double crotch and Lastex to keep the legs down. Buy them for less—right now when they're needed! This Super Value price simply can't be equaled!

COLOR: Flesh pink. SIZES: Small (6–8); Medium (10–12); Large (14–16) years. *State size.* Shpg. wt., each, 3 oz.; 3 garments, 8 oz.

**16 T 7246**—Sleeveless Vest

**16 T 7247**—Short Leg Panties

Each garment..**12c** 3 garments..... **34c**

## 10% Wool Flatter-ees

Tuck-ribbed knit of 10% wool, balance combed cotton, rayon striped. Panties have flat elastic waistband and Lastex to keep legs down.

COLOR: Flesh pink. SIZES: Small (6–8); Medium (10–12); Large (14–16) years. *State size.* Shipping weight, each, 4 oz.; 3 garments, 10 oz.

**16 T 7236**—Short Sleeve Vest—Buttonless

**16 T 7253**—Knee Length Panties

**16 T 7254**—Sleeveless Vest—Built-up Shoulders

**16 T 7255**—Short Leg Panties

Each garment **23c**

3 garments.. **65c**

THE MORE YOU BUY IN THIS

# Super Value Sale!

...THE MORE YOU'LL SAVE!

~~$1.08~~ NOW 89¢ EACH SUIT

79¢ NOW 69¢ EA.

74¢ NOW 63¢ EA.

34¢ NOW 29¢ EA.

## Warm, Heavyweight Cotton

Heavier, better quality yarns closely knit for extra warmth; stretchy ribbed stitch that always comes back to figure lines. Shaped at the sides; no excess bulk anywhere. Good medium heavy weight, a favorite for warmth, nicely tailored, choice of styles. Smooth flat seams; dainty finish at neck; lightly fleeced inside for extra warmth.

COLOR: White. SIZES: 34, 36, 38, 40, 42 and 44-inch bust. Be sure to *state size.*

**16 T 6555**—High neck, long sleeves, ankle length. Shpg. wt., each, 1 lb.

**16 T 6556**—Dutch neck, short sleeves, ankle length. Shipping weight, each, 14 oz.

**16 T 6523**—Dutch neck, short sleeves, short legs. Shpg. wt., each, 13 ounces.

**16 T 6558**—Low neck, sleeveless, short legs. Shipping weight, each, 12 ounces.

Each suit..... 69¢

## Warm 10% Wool

Short sleeves but built high on the shoulders for warmth. Sears popular one-piece Flatter-ees with elastic binding around neck. The resilient tuck-ribbed knit that clings to figure lines. 10% fine wool, balance cotton. Lastex binding on sleeves and legs. Open seat; double crotch! A bona fide saving at this low price!

COLOR: Tearose. SIZES: Small (32-34); Medium (36-38); Large (40-42) inch bust. *State size.* Shpg. wt., each, 6 oz.

**16 T 6548**—Each... 63¢

## Startling Bargain

Comfortable winter weight suits, plenty warm. Finely ribbed knit of good quality cotton yarns in full sizes; stretches easily. Comfortable, smooth seams and edges. Picot trim around neck and armholes, and adjustable drawstring; reinforced crotch. Here's good dependable quality priced at a new low for Sears Super-Value Sale. Buy all you can use during this Sale!

COLOR: Cream. EVEN SIZES: 36 to 44-inch bust. *State size.* Shipping weight, each, 4 oz.

**16 T 932**—Each... 29¢

## 10% Wool—Rayon Stripes

10% wool makes a big difference in warmth. You'll realize that the minute you slip them on. They fit snugly, feel grand and soft. That's why more and more women are buying these fine suits. Ribbed knit of finest yarns. 10% wool, balance combed cotton with glistening rayon stripes. Medium weight. An unusual value at a price like this—a value that will make it worth your while to estimate your needs for a long time to come.

COLOR: Cream-white. SIZES: 34, 36, 38, 40, 42 and 44-inch bust. *State size.* Shipping weight, each, 12 ounces.

**16 T 6505**—Low neck, sleeveless, short legs.

**16 T 6503**—Dutch neck, short sleeves, ankle length.

**16 T 6504**—Dutch neck, short sleeves, short legs.

Each Suit..... 89¢

~~15¢~~ NOW 2 for 25¢

## Bargain Flatter-ees for Girls

Soft fine rayon-striped cotton. Vests have neat straps. Panties have flat elastic waistband. Double crotch and Lastex leg binding. A value to snap up—quick!

COLOR: Flesh pink. SIZES: Small (6 to 8 years); Medium (10 to 12 years); Large (14 to 16 years). *State size.* Shipping weight, two garments, 8 ounces.

**16 T 9174**—Vest **16 T 9175**—Panty
2 Garments..... 25¢

~~58¢~~ 44¢ EACH

## Warm Woolly Comfort for Little Girls

10% wool, balance cotton with dainty rayon stripes. No buttons to bother; Lastex-top drop seat. Grand for the little tot who wants to dress herself. Tuck-ribbed knit to stretch with a breath. Knee length legs bound with Lastex to keep them down.

COLOR: Flesh pink. SIZES: Small (4 years); Medium (6 to 8 years); Large (10 to 12 years). *State size.* Shipping weight, each, 5 oz.; 3 suits, 15 oz.

**16 T 7256**—Short sleeves; flat elastic around neck.

**16 T 7254**—Sleeveless, low neck, knee length.

Each suit..... 44¢ 3 suits..... $1.29

STARTLING LOW PRICES THAT SAY

# Buy Hosiery Now

FOR THE MONTHS TO COME

WAS 35¢ NOW 18-INCH LENGTH 29¢ PAIR

19¢ NOW 17¢ PAIR | 25¢ NOW 19¢ PR. | 23¢ NOW 19¢ PR.

## ¼ Wool Dress Socks

An unusual value in our Big Catalog—a startling bargain at this low price! Medium weight, comfortable indoors or out. One-fourth wool, three-fourths sturdy cotton. Cotton reinforced heels and toes. Seamless feet. Your opportunity to stock up now at a price that will show you substantial savings.

Sizes: 10, 10½, 11, 11½ and 12. *State size.* Shipping weight, pair, 4 ounces; 3 pairs, 10 ounces.

**86 T 2175**—Black
**86 T 2176**—Oxford gray
**86 T 2177**—Natural gray

Pair ..... 17¢
3 Pairs ..... 50¢

## Part Wool Fancies

Finely woven with clear bright patterns. No weight or bulk, but 8% wool for extra warmth, balance cotton with a touch of rayon added for richness. Sturdy cotton reinforced heels and toes. Seamless feet. A Super Value Sale bargain.

Colors: Oxford gray, Blue or Brown heather effect in patterns similar to illustration. Sizes: 10, 10½, 11, 11½, 12. *State size, color.* Shipping weight, pair, 3 oz.; 3 pairs, 8 oz.

**86 T 1940**—Pair 19¢
3 Pairs ..... 55¢

## Silk Dress Socks

A startling value for dress wear! Extremely dressy but built for long, dependable service. Pure thread silk with special toe and heel reinforcing; mercerized cotton heels, soles and toes. Seamless feet. Get yours—now!—at Super Sale prices.

Colors: Black, Navy blue, Gray, Brown or White. Sizes: 10, 10½, 11, 11½ and 12. *State size and color.* Shipping weight, pair, 3 ounces.

**86 T 1908**—Pair 19¢

## Heavy Outdoor Bargain

Only in a Sale like this could you hope to find such rugged quality at a price so low! All fine quality wool, warm medium heavyweight. Red striped ribbed tops. Cotton reinforced heels and toes. Seamless feet. Made for the outdoor man.

**16-INCH LENGTH**

One full size only. Shpg. wt., pr., 5 oz.

**86 T 2228**—Gray; red tops
**86 T 2229**—Blue; red tops

Pair ..... 29¢

**20-INCH LENGTH**

Color: Gray; red tops. One full size only. Shipping weight, pair, 6 ounces. WAS 39¢.

**86 T 2230**—Pair ..... 33¢

## Women's Sturdy Quality

**HEAVY WEIGHT**

Good dependable quality cotton with a soft inside fleecing. Ribbed knit tops; specially reinforced heels and toes. Seamless feet. Buy all you'll need—now!

Sizes: 8½, 9, 9½, 10 and 10½. *State size.* Shipping weight, pair, 4 ounces.

**86 T 2485**—French tan
**86 T 2486**—Black
**86 T 2487**—Gunmetal

Pair ..... 15¢

**EXTRA HEAVY WEIGHT**

Softer, longer wearing combed cotton, flat knit. Our warmest cotton stockings. Here's a buy in extra wear and warmth such as you may not see in a long time!

Sizes: 8½, 9, 9½, 10 and 10½. *State size.* Shipping weight, pair, 6 ounces.

**86 T 2488**—French tan
**86 T 2489**—Black
**86 T 2490**—Gunmetal

Pair ..... 29¢
3 Pairs ..... 85¢

## Rayon-over-Cotton

Silk-like rayon outside, warm combed cotton inside. High spliced heels; double soles; reinforced combed cotton heels, toes. Seamless feet. A Big Catalog bargain, priced still lower in our Super Value Sale.

Colors: Gunmetal, French tan, Nubrown, Townwear or Woodbrown. Sizes: 8½, 9, 9½, 10, 10½. *State size and color.* Shipping weight, pair, 4 oz.; 3 pairs, 10 oz.

**86 T 2528**—Pair 24¢
3 Pairs ..... 69¢

## Amazing Value

All combed cotton. Fine, flat knit texture. Seam effect back and high spliced heels. Durable double soles and double tops. Reinforced heels and toes. Seamless feet.

Colors: Black, French tan, Townwear or Gunmetal. Sizes: 8½, 9, 9½, 10 and 10½. *State size and color.* Shipping weight, pair, 3 ounces; 3 pairs, 8 ounces.

**86 T 2332**—Pair 12¢
3 Pairs ..... 35¢

## Wide Ribbed Favorites

20¢ 15¢ PAIR

Comfortable, durable, fine quality cotton stockings, ribbed right down to the toes. Great for low shoes. The ribbed knit tops give extra stretch. Reinforced heels and toes for extra wear. Seamless feet. Better buy for the months to come.

Colors: French tan, Suntan, Townwear or Gunmetal. Sizes: 8½, 9, 9½, 10, 10½. *State size, color.* Shpg. wt., pr., 4 oz.

**86 T 2307**—Pair 15¢

WAS $1.29 98c EA. 3 for 2.85

MEN! BUY DURING SEARS

# Super Value Sale!

FOR THE YEAR'S BEST VALUES!

$1.48 98c Ea. 3 for $2.85

$1.29 84c Ea. 3 for $2.45

## Men! Here's Your Buy in Fine Dress Shirts!

It's the extra thread count that makes these fine shirts so durable. They're pre-shrunk, too, so that washing won't make them shrink out of fit. Vat-dye colors. The plain colors are combed cotton broadcloth; patterns of extra count cotton shirtings. They hold their shape and color to the last thread. Mercerized to give them extra luster. Expertly tailored with pleated sleeves and a fused collar—starched collar appearance without stiffness. Ocean pearl buttons; interlined collar and cuffs. A whale of a bargain!

HALF SIZES: 14 to 17. SLEEVE LENGTHS: Short, Medium, Long. *State size, sleeve length and color.* Shpg. wt., each, 11 oz.; 3, 1 lb. 13 oz.

**33 T 380**—Plain White
**33 T 381**—Plain Blue
**33 T 382**—Patterns with Blue, Tan or Gray predominating

98c Each 3 For $2.85

## Popular Forest Tones

Becoming "in between" shades in pre-shrunk cotton broadcloth. With initialled cuffs. Trupoint soft collar, not fused. You'd gladly pay half a dollar more for shirts like these if you could only see them.

HALF SIZES: 14 to 17. SLEEVE LENGTHS: Short, Medium and Long. *State size and sleeve length.* Shipping weight, each, 11 ounces; 3, 1 lb. 13 oz.

**33 T 384**—Lyric Blue
**33 T 385**—Metal Gray
**33 T 386**—Mocha Tan
**33 T 387**—Burgundy

98c Each 3 For $2.85

## Rich Deep Tones

Fine pre-shrunk cotton broadcloth. In the handsome dark vat-dye colors so much desired in the ultra modern style trend. Fine quality pearl buttons. They are practical, good looking, and thoroughly dependable quality. Sears offer them to you—now—when you want them—at a big saving!

HALF SIZES: 14 to 17. SLEEVE LENGTHS: Short, Medium and Long. *State size and sleeve length.* Shipping weight, each, 12 ounces; of three, 2 pounds.

**33 T 417**—Navy Blue
**33 T 416**—Dark Brown

84c Each 3 For $2.45

$1.65 Sabers $1.19 A SUIT

2 for $2.29

### Vat-Dye Pajamas Reduced

Sears regular full-cut construction to give you luxurious roomy comfort. Elastic insert in trouser waist. Plain colors, vat-dye cotton broadcloth with fancy trim; patterns, cotton pajama cloth. Choice of surplice coat style, slip-over style or notched collar coat style. Lay in a supply at this low price!

SIZES: A, 34 to 36-inch chest; B, 38 to 40; C, 42 to 44; D, 46 to 48. *State style and size letter.* Shipping weight, a suit, 14 oz.; of 2, 1 lb. 10 oz.

**33 T 2118**—Assorted Plain Colors
**33 T 2119**—Assorted Patterns

$1.39 98c Ea.

3 for $2.85

### Genuine Cotton Suede Cloth

Here's a shirt you can bank on for warmth and wear. Medium weight, soft finish, cut to Sears roomy standards for comfort. It's really built for work—but the fabric is so dressy you can wear it for cold weather sports or even for dress. Snappy check patterns in conservative colors that won't show dirt. Unbreakable buttons tightly sewed on. Neatly interlined collar holds its shape. Wide sleeve facings that can't rip. Two large button-through pockets. A whirlwind value at this price!

HALF SIZES: 14½ to 17. *State size.* Shpg. wt., ea., 13 oz.; of 3, 2 lbs. 3 oz.

**83 T 888**—Tan
**83 T 889**—Gray

TAKE ADVANTAGE OF THESE

# Outstanding Values

ALL ALONG THE LINE

WAS $2.79

$1.98

$1.89 $1.48 $3.98 $3.39

## Dressy—Serviceable

Smooth, firmly knit from good quality wool yarns with a soft, woolly finish you expect on much higher priced garments. Six-button front in V-neck style. Seams reinforced for extra wear. Good looking, dependable, warm. Comfortable medium weight. Two pockets. A grand buy, you'll say!

Even Sizes: 34 to 46-inch chest. *State size.* Shipping weight, 1 pound 3 ounces.

83 T 1560—Brown Heather
83 T 1561—Navy Blue
83 T 1562—Gray

$1.48 EACH

## 100% Pure Virgin Wool

Here's a sports sweater that really has snap. Raised effect Grenadine stitch in warm medium heavy weight. Full slide fastener front—longer than usual sweaters. A real aristocrat. Sewed-on half belt on back with two conservative pinches. Two pockets. Plain knit pocket tops and edges for contrast. V-neck style.

Even Sizes: 34 to 46-inch chest. *State size.* Shipping wt., 1 lb. 8 oz.

83 T 1808—Navy Blue
83 T 1809—Dark Gray

$3.39 EACH

## Swagger Sports Model

It pays to buy better than ordinary quality like this when you can get it at such amazingly low prices. Handsomely knit of sturdy wool yarns in a comfortable medium weight that possesses plenty of stamina. The shoulder seams are reinforced. You'll like the snappy military collar and the full slide fastener front.

Even Sizes: 34 to 46-inch chest. *State size.* Shipping weight, 14 ounces.

83 T 1674—Brown Heather
83 T 1675—Navy Blue
83 T 1676—Gray

$1.98 EACH

## Values That Make You Wish This Sale Would Last Forever

### For MEN

98¢ 84¢ Each

3 for $2.45

## Cotton Suede Cloth Shirts

Popular, deep-tone in a cotton suede shirt, equally practical for sports or everyday wear. Besides having a smart appearance, it is made tough and strong. White contrasting buttons, interlined collar and cuffs and non-rip sleeve facings; two flap pockets; sporty button-down collar. Striking low Sale Price!

Half Sizes: 14½ to 17. *State size.* Shipping weight, 1 pound 1 ounce; 3, 2 pounds 11 ounces.

83 T 796—Dark Brown
83 T 797—Forestry Green
83 T 798—Navy Blue

98¢ 79¢ Each

3 for $2.29

## Sanforized-Shrunk Twill Covert

Famous Hercules construction; ruggedly tailored in one of the toughest coverts ever woven. Close twill weave. Doesn't show dirt or grease readily. Sanforized-Shrunk. 3-layer cuffs and over-size pockets. Seams triple stitched; practically rip proof. Unbreakable buttons. A good value even at twice this low sale figure!

Half Sizes: 14½ to 17. *State size.* Shipping weight, each, 1 pound; 3, 2 pounds 10 ounces.

33 T 594—Blue 33 T 595—Gray
33 T 596—Tan

79¢ 59¢ Ea.

3 for $1.69

## Boys' Dress Shirt Bargains!

Button-down collar. Cut full to fit after washing. Interlined collar and cuffs. Double yoke. Plain colored shirts; smooth cotton broadcloth patterns; sturdy cotton shirtings.

Juvenile Sizes: 6, 8, 10, 12, yrs. *State age-size.* Shpg. wt., ea., 7 oz.; 3, 1 lb. 1 oz.

Boys' Sizes. 12½, 13, 13½, 14, 14½-in. neck. *State size.* Shpg. wt., ea., 9 oz.; 3, 1 lb. 7 oz.

31T1475—Dark Blue 59¢ Ea. 3 for $1.69
31T1476—Dark Brown
31T1422—Checked Patterns

BIG SAVINGS FOR BOYS IN SEARS

# Super Value Sale!

... GET YOUR SHARE ... NOW!

~~$3.19~~ REDUCED TO $2.89

BOYS' SHEEPLINED COAT

## A BARGAIN!

Heavy black rubber-lined embossed artificial leather or drab moleskin with thick sheepskin body lining. Big wombat-dyed sheepskin collar. Made with lined sleeves and snug-fitting wristlets. A good-looking double breasted model with 4 pockets. Faced with corduroy for good appearance and extra wear. Full cut—roomy—well made! If there is a better looking, warmer or more practical coat sold for a price this low, we don't know about it. Make this winter a warm, healthy one for your boy.

SIZES: 6, 8, 10, 12, 14, 16, 18 years. *State age-size.* Shipping weight, 5 pounds.

**40 T 3897 Black Artificial Leather ..... $2.89**

**40 T 3865 Drab (Brown) Moleskin Cloth ..... $2.89**

$2.98 CUT TO $2.69

FORMERLY $4.25 $3.79

## Boyville Vestee Front

$2.69

All-wool, heavy-weight, 15-oz., water-repellent melton fabric with adjustable button vestee and sporty pleated back. Two deep warm muff pockets; adjustable side buckle straps. Inside seams sateen piped. Slide fastener front. Set-in sleeves.

SIZES: 6, 8, 10, 12, 14, 16 and 18 years. *State age-size.* Shpg. wt., 2 lbs. 10 oz.

**40 T 3553—All Wool Navy Blue ..... $2.69**

## Vestee Front Value

$2.29

Heavy 3-ply fabric cotton suede cloth rubberized to a warm fleece cotton flannel lining. Patented adjustable button vestee front provides double thickness over chest. Side buckle straps. Sports back with yoke and inverted center pleat. Half belt. 2 muff pockets; chest pocket with flap. Inside seams piped with sateen. Set in coat sleeves.

SIZES: 6, 8, 10, 12, 14, 16, 18 years. *State age-size.* Shipping wt., 2 lbs. 10 oz.

**40 T 3633—Navy Blue Jacket, Gray Lining ..... $2.29**

**40 T 3621—Cocoa Brown Jacket, Tan Lining ..... $2.29**

PAGE 8 SEARS

## Thick "Cords"

Snappy cossack style jacket for the "young fellow" and overall pants with adjustable suspenders. Lined bib and cuff bottoms. Cute as can be—and durable enough for hard wear. Rich royal blue shade trimmed with maroon. Slide fastener jacket. Cap not included.

ALL SIZES: 3 to 10 years. *State age-size.*

**40 T 3219—Jacket and Overalls.** Shpg. wt., 2 lbs. ..... **$2.69**

**40 T 3220—Extra Overalls.** Shpg. wt., 13 oz. ..... **$1.19**

## Reduced!

$3.49

Warm, full lined sports jacket; slide fastener front. Yoke back with half belt. Two pockets. Bib style longies; suspenders and cuff bottoms.

ALL SIZES: 3 to 10 yrs. *State age-size.*

**40 T 3252—Brown 2-Piece Corduroy Outfit.** Shipping weight, 2 pounds ..... **$3.49**

**40 T 3277—Brown Bib Style Longies Only.** Shipping weight, 13 ounces ..... **$1.49**

## All Wool Set

A great little bargain including double breasted coat, ski pants and helmet. Warm as can be and mighty cute! The bright plaid coat has two warm pockets and all around belt. Ski pants have elastic back.

ALL SIZES: 3 to 8 yrs. *State age-size.* Shpg. wt., 2 lbs. 15 oz.

**40 T 4823 3-Piece Blue Combination ..... $3.79**

**40 T 4804 3-Piece Maroon Combination ..... $3.79**

## Boys' Navy Blue Melton

$1.69

16 wool melton, cloth faced bottoms, double knees; boat-sail drill pockets. Amazing low price!

ALL SIZES: 6 to 18 yrs. *State age-size.* Shpg. wt., 2 lbs.

**40 T 4455—Pair ..... $1.69**

## Heavy Whipcord Breeches

$1.09

Swagger cut, serviceable 2.40 weight cotton whipcord with laced bottoms and 3 boatsail drill pockets. Double knees for double wear. An outstanding value.

ALL SIZES: 6 to 18 years. *State age-size.* Shpg. wt., 1 lb. 2 oz.

**40 T 4476—Brown Whipcord ..... $1.09**

**40 T 4498—Dark Gray Whipcord ..... $1.09**

Were $1.19

Were $1.77

MAKE WORKING DOLLARS

# S-T-R-E-T-C-H

DURING THIS BIG SALE

FORMERLY ~~$8.45~~ NOW $7.45

## No. 1 Chore Coat

Sears very best—extra-heavy 8-oz. weight indigo blue denim. Sanforized-shrunk with 25% wool blanket lining throughout. Navy blue corduroy band collar. 3-seam back for better fit. 5 sturdy rust-proof buttons. Lower half of two side pockets double thick. Two chest pockets, one with flap. Inside chest pocket. Adjustable cuffs. Full roomy sizes that won't shrink or bind. Strongly reinforced. Average length, 31 in.

SIZES: Even chest sizes 34 to 48 in. *State chest measurement.* Shpg. wt., 3 lbs. 3 oz.

41 T 110—Regular Sizes ..... $1.69

**For Taller Men**

Same as above but longer sleeves and an average body length of 33 in. *State chest measurement.* Shpg. wt., 3 lbs. 6 oz.

41 T 112—Extra Long Sizes ..... $1.89

## Style Value Leader

Swagger cotton suede jacket lined with fleecy cotton "sheepskine," interlined with several layers of pure gum rubber. Action back with inverted center pleat, seat tucks and stitched on half belt. Genuine leather piped slash pockets. Popular side fastener front. Adjustable side buckle straps. Cuff and collar tabs. Full 25½ in. long.

SIZES: Even chest sizes 34 to 48 inches. *State chest measurement.* Shpg. wt., 2 lbs. 14 oz.

41 T 144—Navy Blue ..... $2.69
41 T 145—Dark Brown ..... 2.69

**To Fit the Tall Man**

Same as above but 27½ inches in length and longer in the sleeves. Shpg. wt., 3 lbs. 2 oz.

41 T 144—Navy Blue ..... $2.84
41 T 145—Dark Brown ..... 2.84

## Bargain Special!

Good medium weight 25-oz. all wool melton cloth coonskin jacket in rich navy blue shade. Has double collar with tab and button. Adjustable side buckle straps. Full roomy sizes in average 25½-inch length. Not the heaviest jacket in the world but a good substantial medium weight that's just the thing for moderately cold weather. We don't believe you'll find a better looking or more comfortable jacket—look where you will at such a sensational low price. For the many months you wear it, you'll be glad you bought it.

SIZES: Even chest sizes 36 to 48 in. *State chest measurement.* Shpg. wt., 2 lbs. 10 oz.

41 T 221—Jacket ..... $2.48

## Big Horsehide Value

Look at this reduction—and the saving! It's not often you find bargains so big in a buy as practical. Good and long. Full 27 inches in length with a snug neat collar, cuffs and waist band of warm 50% wool worsted. The body is lined with 65% wool Navy Blue blanket lining—the sleeves with long wearing Black drill. Cigarette pocket with flap and button; tab and button at collar. Full cut sizes. Genuine frost quarter horsehide—gives almost unlimited wear. Won't scuff, crack or peel, it's a bargain in long-lived economy.

SIZES: Even chest sizes 34 to 48 inches. *State chest measurement.* Shipping wt., 4 lbs. 7 oz.

41 T 601—Blouse Style Jacket ..... $7.45

Cut From $1.25

## 8-Oz. Whipcord

$1.09 Sturdy work trousers in roomy sizes with 5 strong bontail drill pockets, guaranteed for life of garment. Unbreakable fly and suspender buttons. A comfortable easy fitting model reinforced at strain points, and with 20-in. cuff bottoms. At this low sale price we don't believe you'll find such a startling value anywhere else in good practical economy. They'll stand by you on any job for a mighty long time.

SIZES: Even waist sizes 30 to 44 in.; all inseam sizes 29 to 34 in. *State waist and inseam measurements.* Shpg. wt., 1 lb. 15 oz.

41 T 798—Oxford Gray Whipcord ..... $1.09

Cut From $1.59

## 9-Oz. Whipcord

$1.39 Sanforized-Shrunk for lasting fit to order your exact size. Extra heavy cotton whipcord that can take it and come back for more. 5 boat nail drill pockets. Unbreakable fly and suspender buttons. Reinforced at strain points. 20-in. cuff bottoms. The toughest kind of work pants you will find anywhere. Just the thing for heavy duty and service under the most trying conditions.

SIZES: Even waist sizes 30 to 44 in.; all inseam sizes 29 to 34 in. *State waist and inseam measurements.* Shpg. wt., 2 lbs. 1 oz.

41 T 799
Forest Green ..... $1.39

Were $1.69

## Heavy 8-Oz. Weight

$1.39 Tough army duck woven from 2-ply twisted yarns in a neat black and gray striped pattern. Genuine boat nail drill pockets guaranteed for life of garment. Reinforced at strain points. 20-in. cuff bottoms. Good dependable quality built for tough service. Comfortable easy fitting, yet styled to look well for street wear. You'll do well to order at least one pair during Sears super value sale.

SIZES: Even waist sizes 30 to 44 in.; all inseam sizes 29 to 34 inches. *State waist and inseam measurements.* Shpg. wt., 2 lbs. 1 oz.

41 T 766—Black and Gray Striped ..... $1.39

Formerly $1.85

## Cotton Worsted

$1.29 Sturdy tailored from good durable worsted fabric with French napped back. Guaranteed boat nail drill pockets. Unbreakable buttons throughout. 20-in. cuff bottoms. A good sturdy pair of trousers you can use for work or semi-dress wear. Long, dependable wear in any case.

SIZES: Even waist sizes 30 to 44 in.; all inseam sizes 29 to 34 in. *State waist and inseam measurements.* Shpg. wt., 2 lbs. 3 oz.

41 T 760—Dark Gray Stripe ..... $1.29
41 T 761—Dark Blue Stripe ..... $1.29
41 T 762—Dark Brown Stripe ..... $1.29

$3.98 REGULARLY $4.98

STYLE SHOPPE MODELS IN SEARS

# Super Value Sale!

AT BARGAIN COUNTER PRICES

**Smart Diagonal Coating**

**$3.98**

**Bargain! Verified $5.00 Value**

**$5.48**

A GRAND VALUE at its original $4.98 price . . . it was made to sell for $4.00! Now at just $3.98 you'd better grab it quickly! Good warm diagonal weave coating . . . one-third strong lively wool. You'll be amazed at its good looks and the way it **wears**. Double breasted for smartness and warmth, with stitched collar you can button high to keep out the wind. Warmly lined with colorful cotton plaid with sateen yoke and sleeves.

SIZES: 14-16-18-20-22
BUST: 32-34-36-38-40 in.
LGTHS: 48-49-49-49-49 in.
*State bust measure.*

**17T1780**—Navy Blue
**17T1781**—Dk. Brown
Shpg. wt., 5 lbs. 1 oz.

MADE TO SELL FOR $8.00! If you want a really **good** coat that will stand a lot of hard wear and look well for several seasons . . . this is your coat! You'll like the smart novelty Crepe Coating . . . it's half sturdy wool for warmth, with rayon and cotton to give **extra wear** we know you want. Marvelously slimming lines and you'll like the richly stitched collar. Rayon Taffeta lining; also interlined.

STOUT SIZES: 43, 45, 47, 49, 51, 53-in. bust. Lgths., about 49 in. *State bust measure.*

**17T1785**—Navy Blue
**17T1786**—Black
**17T1787**—Seal Brown
Shpg. wt., 4 lbs. 12 oz.

THESE COATS SENT DIRECT FROM NEW YORK TO YOU . . . BUT YOU PAY POSTAGE ONLY FROM OUR NEAREST MAIL ORDER HOUSE.

32-OZ. ZERO-WEIGHT

# *Never Priced Lower*

GUARANTEED TWO YEARS' WEAR

**$5.98**

**We sold thousands at their original $6.98 price! Wool prices have gone up! You may never again have an opportunity like this!**

GOING . . . GOING . . . at the lowest price we've ever seen for coats of this character! Hurry your order off today before they're GONE! Remember, we **guarantee** this coat to give you two full years of hard wear . . and it takes top-notch **quality** and **tailoring** to back up an unconditional guarantee like this! The fabric is extra heavy, windproof, zero-proof fleece that weighs exactly 32 ounces per yard (that's nearly twice as heavy as the average weight coating). It's three-fourths warm, lively wool, with rayon and cotton added for extra richness and durability. We've tailored it beautifully in America's favorite polo style . . . double breasted, with stunning wide revers and jaunty broad shoulders. Two deep roomy pockets to keep your hands warm. Convertible collar. And a toasty-warm cotton fleece lining in gaily colored plaids! It's a coat you'll wear for years . . . for dress, for sports, for travel . . . and you'll thank Sears and your lucky star you bought it!

SIZES: 14–16–18–20–22
BUST: 32–34–36–38–40 inches.
LENGTH: 48–49–49–49–49 in. *State bust measure.*

**17 T 1775**—Dark Brown
**17 T 1776**—Skipper (bright) Blue
Shipping weight, 6 pounds 5 ounces.

**$5.98**

**These coats sent direct from New York to you . . . But you pay postage only from our nearest Mail Order House.**

HOSTESS GOWN

$1.98

SWAGGER STYLE, TOO, IN SEARS

# Super Value Sale

MARKED DOWN FOR SLENDER PURSES

Was $1.00

69¢

**A "ZIP" BLOUSE IN VELVETEEN**

The Blouse of the year! Warm and good looking. Good cotton velveteen with knit cuffs and waist bottom . . . "zip" closing. Sizes: 32, 34, 36, 38-in. bust. Colors: Red, Royal Blue, Rust Brown. *State bust measure and color.*

**27 T 3375**
Shpg. wt., 10 oz. . . . . **69¢**

**ALL RAYON TAFFETA HOSTESS GOWN for the Young Miss**

Was $2.79

$1.98

A Brand New Style! A big bargain! Smarter—well tailored —of finer material than you can buy elsewhere at anywhere near this price! Gorgeous, rustling fine quality all rayon taffeta. Made as you like it with sophisticated long sleeves and Convertible club collar. Adjustable at waistline with inside ties for perfect fit.

Sizes: 10-12-14-16 years
Back Length: 49-51-53-55 inches
*State age-size.*

**27 T 6256**—Scarlet **27 T 6256**—Royal Blue
**27 T 6257**—Romance Rose . . . **$1.98**
Shipping weight, 1 pound.

**NEWEST STYLE! 2-Pc. Lounge Suit**

Was $3.89

$2.79

Nothing like it in America *near* this price! Quilted interlined jacket of all rayon taffeta, self lined. All rayon satin pants. Sizes: 32, 34, 36, 38-in. bust. *State bust.*

**27 T 6290**—Red; Black pants
**27 T 6291**—Lt. Blue; Royal pants
**27 T 6292**—Rose; Wine pants
Shpg. wt., 1 lb. 13 oz. **$2.79**

**STYLE HIT IN RAYON! Recent New York Style Success**

Was $1.69

$1.29

Think of it—a fine all rayon acetate dress for only $1.29! It takes Sears style scouts to find such an amazing bargain! An outstanding style with rich shirring, puff sleeves, soft rolled neckline and a colorful flower at the shoulder to give a touch of fashion chic.

Sizes: 12 to 20; to fit 32, 34, 36, 38-in. bust. *State bust measure.*

**27 T 5815**—Wine . **$1.29**
Shipping weight, 1 pound.

**CARDIGAN SET IN BRIGHT, GAY VELVETEEN**

Was $1.78

$1.33

Handiest outfit in any wardrobe—can be worn with so many combinations. Set consists of snappy cardigan jacket and a jiffy slipover blouse in velveteen. Jacket and blouse have knitted neck, bottom and cuffs. Sizes: 32, 34, 36, 38-inch bust. Colors: Red, Royal Blue, Rust Brown. *State bust measure and color.* Shpg. wt., 12 oz.

**27 T 3322**—Cardigan outfit. . **$1.33**

FINE ALL-WOOL SKI PANTS AT

# History Making Prices

... FOR MISSES, WOMEN, CHILDREN

**$2.68 AND UP**

## RICH ALL WOOL PLAID JACKETS FOR MISSES, WOMEN, CHILDREN $4.79 WOMEN'S

Thick, soft, rich . . . in fall's most gorgeous colors! You'd usually pay many dollars more! Full-cut, superbly tailored; with colored cotton flannel linings.

WOMEN'S SIZES: To fit bust 32 to 42 inches. *State bust measure and color.*

**37 Y 1790**—Rich Fog Gray (the new favorite!), Brown, Red or Blue Plaids ..... **$4.79**

GIRLS' SIZES: 8 to 14 yrs. *State age-size and color.*

**37 Y 1795**—Brown, Red or Blue Plaids ..... **$4.19**

Shipping weight, each, 3 pounds 8 ounces.

## EXTRA HEAVY WATER REPELLENT WOOL! FULL CUT, DOUBLE-STITCHED, WITH ROOMY POCKET!

### WOMEN'S AND MISSES' SIZES

**HEAVY WT. UNLINED $2.88**

Superior quality in every way! Firm heavy Snowcloth that's 95% sturdy wool. Adjustable waist.

COLORS: Rich Sports Brown, Navy, Wine or Dk. Green.

SIZES: 14–16–18–20.

WAIST: 26–28–30–32 in. *State waist measure and color.*

**31 Y 1492**—Heavy weight, unlined ..... **$2.88**

**31 Y 1493**—Heavy weight, cotton flannel lined . **3.48**

Shipping weight, 3 pounds.

**FULL LINED EXTRA WARM $3.48**

### CHILDREN'S SIZES (*Will not fit Adults*)

**HEAVY WT. UNLINED $2.68**

Styled right, long wearing, warm wool Ski pants for active young people.

COLORS: Rich Brown, Navy, Wine or Dark Green.

AGE-SIZES: 8, 10, 12, 14 yrs. *State age-size, color.*

**31 Y 1497**—Heavy weight, unlined ..... **$2.68**

**31 Y 1498**—Heavy weight, cotton flannel lined . **2.98**

Shipping weight, 2 pounds 8 ounces.

**FULL LINED EXTRA WARM $2.98**

ALSO WOMEN'S AND MISSES' HALF WOOL SKI PANTS (full cotton flannel lined).

WAIST SIZES: 26 to 32 inches (see above). *State waist measure and color.* Shipping weight, 2 lbs. 10 oz. ..... **$2.19**

LOOK! COMPARE SEARS

# Super Value Sale

PRICES . . . SEE WHAT YOU SAVE

SENSATION

PURE LATEX RUBBER BACK LACE GIRDLE

$2.98 WAS $4.95

**PURE LATEX RUBBER REDUCERS**

Biggest Savings on our record! No More when these are gone! Finest rubber! Guaranteed non-rip perforations. Peach.

**Latex Back-Lace Girdle**

Length at side, 15½ in., 6 garters.

FOR ALL WAIST SIZES: 25 to 44 inches. *State waist and hip measure taken over dress.*

**18 T 416**—Each **$2.98** Shpg. wt., ea., 1 lb. 12 oz.

**Latex Rubber Brassiere to match Girdle**

Perforated Latex front. Rayon Jersey bust. Rayon and cotton batiste back. Hooks at back.

EVEN BUST SIZES: 34 to 50 in. *State bust measure taken over dress.*

**18 T 429**—Each **$1.00** Shpg. wt., each, 10 oz.

Was $1.59 NOW $1.00 EACH

**SATIN LASTEX 2-WAY BACK**

A value-sensation in our big catalog! Reduced now—greater savings! Gorgeous sleek Rayon SATIN LASTEX front, with lovely net-lined face bust. Genuine 2-way stretch Lastex low back. Cloth reinforcements inside top front. Elastic straps. Length below bust, 10½ inches. Peach color.

ALL BUST SIZES: 32 to 38 in. *State bust and hip measure taken over dress.*

**18 T 506**—Each **$1.00** Shpg. wt., each 7 oz.

Was $2.98 NOW $1.98 EACH

**DIA-TRIM SIDE LACER**

Don't miss this! Lowest price in our history! Famous Dia-Trim that flatters your figure! Adjusts perfectly. Well shaped bust. An enduring rayon-figured cotton cloth, with 14-inch elastic. Boned back; reinforced at bottom. Length over bust, 22 in. Peach.

BUST SIZES: 34, 35, 36, 37, 38, 39, 40; also 42 and 44 in. *State bust and hip measure taken over dress.*

**18 T 557**—Each **$1.98** Shpg. wt., each, 1 lb. 10 oz.

Was $2.98 NOW $1.98 EACH

**DIA-TRIM RUBBER REDUCER**

Value extraordinary! Covered rubber over hips and thighs! PRE-SHRUNK mercerized cotton batiste top, back and front. Dia-Trim panel. Peach.

ALL SIZES: 24 to 42; also even 44 to 50 in. *State bust and hip measure taken over dress.*

**18 T 112**—For Short to Med. Hght. Lgth., under arm 20 in. waist down, 14 in. Ea. **$1.98**

**18 T 113**—For Med. to Tall Hght. Lgth., under arm 22 in. waist down, 16 in. Ea. **$1.98**

Shpg. wt., each, 1 lb. 15 oz.

*Never Before at this Price*

Was $1.49 NOW $1.00 EACH

The Big Hit Style—Reduced to a new spectacular low! BUY NOW . . . while this great saving is in effect! Fits like a dream! Girdle clasps in front—upper part hooks at side—laces all the way down back! Rayon striped cotton fabric. Elastic side panels. Boned back. Length over bust 21 in. Peach color.

BUST SIZES: 34, 36, 38, 40, 42, 44 and 46 in. *State bust and hip measure taken over dress.*

**18 T 370**—Each **$1.00** Shpg. wt., each, 15 oz.

LACED BACK



**STUDLESS CLASP**

Was $2.79

**$1.79**

First time ever offered at this startlingly low price! One of our finest corsets . . . reduced way below your wildest dreams! Has the new invisible front clasp that hooks in a jiffy. Never comes unfastened. Smooths! Slenderizes! Laced back corset of strong coutil, reinforced and well boned. Sturdy elastic gores. DON'T MISS IT! Low bust, 2 in. above waist; length at side, waist down, 14 in. Clasp, 8 in. 6 garters. Peach color.

ALL WAIST SIZES: 25 to 36 in.; also 38 and 40 in. *Order corset 1 in. smaller than waist measure taken over dress; also give actual hip measure.*

**18 T 585**—Each **$1.79** Shpg. wt., each, 1 lb. 10 oz.

PRICE CUT TO **$1.79** BACK LACE

. . . IF YOU BUY . . . NOW!

# Big Savings

EVEN ON LITTLE THINGS . . .

$1.39 EACH BAG

## PRICE SLASHED ON Kumfort Zip

● Solves an intimate vexing problem

### INNER BELT STYLE

Sensational value! The chance of a lifetime to buy a big Catalog favorite at a tremendous saving! Has felt protected Kumfort Zip at lower back! No unbecoming of garters for personal convenience! Strong abdominal, boned inner belt of coutil and elastic. Rayon striped cotton fabric. Lgth. over bust to garter, 23 in.; waist down, 14⅛ in. Peach color.

ALL BUST SIZES: 34 to 42; also 44, 46 and 48 in. *State bust and hip measure taken over dress.*

**18 T 313**—Sale Price, Each $2.49
Shipping weight, each, 1 lb. 11 oz.

### BELTLESS ALL-IN-ONE

A SAVING that's the talk of the corsetry world! Felt protected Kumfort "Zip" at lower back, no unfastening of garters. Rich PRE-SHRUNK rayon and cotton brocaded batiste. Boned inner shield, criss-cross elastic sections flatten abdomen and diaphragm. Fine elastic panels. Full length back boning. Lgth. over bust to garter, 22½ in.; waist down, 14 in. Peach.

ALL BUST SIZES: 34 to 40; also 42, 44 and 46 inches. *State bust and hip measure taken over dress.*

**18 T 193**—Sale Price, Each $2.49
Shipping weight, each, 1 lb. 8 oz.

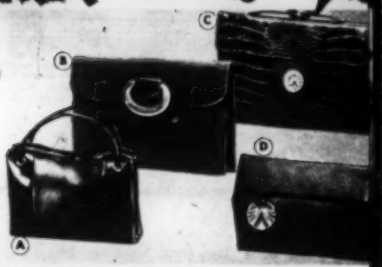
### SATIN LASTEX GIRDLE *Reduced*

WAS $1.00 NOW 68¢

The finest SATIN LASTEX Girdle in America for 68c! Never before quoted so low! Smart semi-Sit-up-in Style . . . every inch **genuine** Satin Lastex with a cross-wise stretch to mold hips and tummy. Tiny boned cloth inner shield flattens front. Length, about 13 in. Peach.

ALL WAIST SIZES: 25 to 34 inches. *State waist and hip measure taken over dress.*

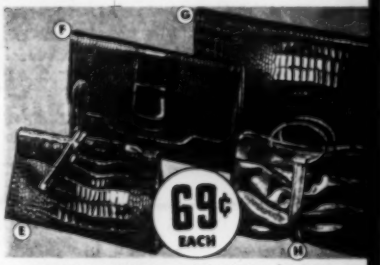
**18 T 574**—Girdle with 4 garters. Each ..... 68¢
Shipping weight, each, 5 ounces.




### EVERY BAG WORTH AT LEAST $2.50!

Prices drastically cut! When stocks are cleared, the sale is over! Superb styles, beautifully made! Cowhide, Calfskin, Doeskin, Buffalo Leathers! Scores of other gorgeous bags in reserve! *State first and second choice* so our Stylist will be sure to send you the type you prefer. Shpg. wt., ea., 1 lb. 3 oz. COLORS: Black, Brown or Navy Blue. *State color.*

(A) **18 T 3206**—Top Handle style—Real Leather ..... $1.39
(B) **18 T 3141**—Aqua-Sec (fabric) Crepe—Zipper inside .. 1.39
(C) **18 T 3160**—Watch Bag. Some artificial, some real leathers. Watch is guaranteed ..... $1.39
(D) **18 T 3207**—Envelope style—Real Leather ..... 1.39




### EVERY BAG WORTH AT LEAST $1.50!

You get quality, out of all relation to this low price! Gorgeous styles made of the finest artificial leathers. If we are out of the style you select, we will send you another of equal or better value. *State first and second choice.* COLORS: Black, Brown, Navy Blue, Green or Purple. *State color.* Shipping weight, each, 1 pound 6 ounces.

(E) **18 T 3193**—Smart handle style—Alligator grained ..... 69¢
(F) **18 T 3195**—Practical envelope—Medium grained ..... 69¢
(G) **18 T 3189**—Large envelope—Alligator grained ..... 89¢
(H) **18 T 3196**—Ring handle style—Morocco grained ..... 89¢

79¢ REGULAR 98c WALLET

Brown Steerhide or Black Cowhide. Popular 3-fold style. Bill pocket, card pocket. Size, closed, 4½x3 in.
**18 T 2276** — *State color.* Shpg. wt., 4 oz.

SEARS PAGE 15

DOWN GO PRICES ON WARM SWEATERS
WAS $1.09
94¢

PRICED TO MAKE SEARS
# Super Value Sale!
A THING TO REMEMBER

Was $1.00 Now 69¢ | Was $2.98 Now $2.39 | Was $2.25 Now $1.88

## Utility Sweater Bargain

Snug fitting . . . nicely styled . . . no one will ever suspect that you paid so little! Durable superior quality elastic rib-knit cotton. Comfortable medium weight. Firmly knit to hold its shape and wear for a long time.

EVEN SIZES: 34 to 42-inch bust. *State size.* Shipping weight, 13 ounces.

**With Collar**

**38 T 7181**—Blue
**38 T 7180**—Dark Gray ..... 94c

**V-Neck Golf Style**

**38 T 7185**—Blue
**38 T 7184**—Dark Gray ..... 84c

## Snug Slipover

Look at this grand saving on a slipover that's ideal for wear with sports suits, for skirt-and-sweater costumes. It's knit in an attractive fancy stitch from 22% wool worsted yarns (balance good quality cotton). You'll love the soft club collar and smart vestee in contrasting colors, brushed fluffy and fleecy to frame your face becomingly.

EVEN SIZES: 34 to 42-inch bust. *State size.* Shipping weight, 14 oz.

**38 T 7339**—Red
**38 T 7341**—Navy
**38 T 7341**—Brown ..... 69c

## Peppy Twin Set

Here's style that fairly snaps with color and chic lines. Stripes you know, are "in," again. So you can wear the slip-on sweater of this set all by itself and feel right! Jacket has full length Talon zip® fastener closing—with a pleated yoke back to make it style-right going or coming. Medium weight 15% Mohair, balance rayon and cotton, richly brushed.

EVEN SIZES: 34 to 42-inch bust. *State size.* Shipping wt., 1 lb. 3 oz.

**38 T 7309**—Red
**38 T 7311**—Navy
**38 T 7311**—Brown ..... $2.39

## Smart Bargain!

Take a big saving on this one! All wool twin set with a deep rich brushed finish that makes it seem warmer, cosier still. Correct simple style, featuring smart ribbed detailing. Fits snugly under a winter coat. Slip-on has short sleeves, crew neck—looks so smart worn by itself. Medium weight; reinforced shoulders; well made throughout. An outstanding example of Sears super values!

EVEN SIZES: 32 to 40-inch bust. *State size.* Shpg. wt., 1 lb. 6 oz.

**38 T 7085**—Rust
**38 T 7089**—Navy
**38 T 7089**—Green ..... $1.88

## Thrifty Peasant Value

Was $1.65 Now $1.29

The popular peasant motif features this lovely hand embroidered sweater. Bright, gay stitched edges and charming hand embroidery at neck. Button trimmed front panel. Nicely knit of 23% wool, balance rayon and cotton—with just enough brushing to give it a flattering softness. Medium weight—was a grand bargain before, now it's even bigger and better!

EVEN SIZES: 32 to 40-inch bust. *State size.* Shpg. wt., 14 oz.

**38 T 7322**—Maize
**38 T 7323**—Cherry Red
**38 T 7324**—Bright Green ..... $1.29

## Girls, Too

Was $1.98 Now $1.59

We didn't forget the girls either in this Super Value Sale! Here's a twin outfit just as smart and breathtaking as any big sister or Mother will wear. Warm, too. Gay striped slipover is cunning worn all by itself. Jacket is a pretty style with club collar and sporty yoke back. Both are in a medium weight brushed fabric of 13% Mohair, balance rayon and cotton.

SIZES: 7-8, 9-10, 11-12, 13-14 years. *State age-size.* Shipping weight, 1 pound.

**38 T 7667**—Medium Blue
**38 T 7668**—Bright Red ..... $1.59

FOUR-STAR FEATURES IN SEARS

# Sensational Sale

SHOW EXTRA SPECIAL SAVINGS

SANFORIZED FOR LASTING GOOD FIT! WAS $1.29 $1.09

## Sanforized Flannelettes Priced Way Below Their Usual Figure

Sears reserve the Four-Star Feature emblem for the very finest things. So that when you can buy these Four-Star Sanforized-Shrunk flannelettes at such a striking low price—that is news to gladden the heart of every thrifty woman. Sanforized means that you can wash them as often as you please, they won't shrink out of fit. So order your own exact size and know that laundering will not change either the length or free comfortable fit. The Sanforizing makes a richer, softer fluffier flannelette—with firmer body—and greater durability. Here's your opportunity to own all you need of the prettiest things for a long time to come—at such an unheard of low price.

### (A) Open Front Gowns

Long, fully cut, roomy. Better grade flannelette. Double stitched seams, double yokes. Hemstitched. Shpg. wt., 14 oz.

EVEN SIZES: 34 to 44-inch bust. *State size.* Length, about 52 inches.

~~*WAS 99c*~~

38 T 9289—Tearose
38 T 9290—White
38 T 9291—Peach....84c

**Extra Long—66 Inches**

~~*WAS $1.05*~~

38 T 9292—Tearose
38 T 9293—White
38 T 9294—Peach....94c

STOUT EVEN SIZES: 46 to 54-inch bust. *State size.* Lgth., about 56 in.

~~*WAS $1.45*~~

38T9295—Tearose
38T9296—White..$1.00

### (B) Print Front Semi-Fitted

Few women will be able to resist a quality this fine at a price so low. It will pay YOU to order now! Like the others on this page it will fit perfectly after countless tubbings. Dainty style with flower print front, cuffs; ruffle trim. Shipping weight, each, 13 oz.

EVEN SIZES: 30 to 44-inch bust. *State size.* Length, about 54 inches.

~~*WAS $1.29*~~

38T9123—White
38T9122—Tearose
38T9124
Blue.....$1.09

### (C) Choice of 2 Lengths

Tailored two-piece pajamas. Smart new pointed collar; piped trim and buttons at side closing. Pocket.

EVEN SIZES: 34 to 44-inch bust. *State size.* Shipping weight, each, 1 pound.

**For Average Figures**

~~*WAS $1.49*~~

38T9115—Blue
38T9114
Peach.....$1.19

**Extra Length for Taller Figures**

~~*WAS $1.49*~~

38T9100—Peach
38T9101
Blue.....$1.29

### (D) For Dainty Girls

These darling little pajamas are made of the same fine quality Sanforized-Shrunk Flannelette as the others on this page. Dainty white ribbed knit cotton ski bottoms and cuffs sewed strongly to insure longer wear. Popular crew neck; handy pocket. She'll rave about these and the price is so low why not let her have them.

SIZES: 7-8, 9-10, 11-12, 13-14, 15-16 years. *State age-size.* Shipping weight, each, 13 ounces.

~~*WAS $1.00*~~

38T9182—Tearose
38T9183
Blue.....84c

**Our Four-Star Values Have Become "Buy Words" From Coast to Coast. Be Sure to Order Plenty at These Super Savings!**

WAS 10½C

8½C A YD.

BUY . . NOW . . DURING SEARS

# Super Value Sale!

. . . MAKE THEM UP LATER

## Bright Plaids—Checks at a Big Saving

WAS 21C **17C** A YD.

## PERCALE

### Full Yard Wide . . . . Attractive Colors

Here's a good serviceable quality that you can depend on for aprons, rompers and dresses. In fact, you will find so many uses for this splendid material that it will pay you to stock up at this low price just to have it on hand.

**COLORS:** Crystal Green, Light Copen Blue, Tan, Butter Yellow, Dark Lavender, Pink, White

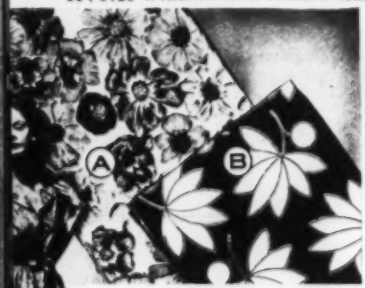
*State color.* Shipping weight, yard, 5 ounces.

**36 T 5120—A Yard** ..... 8½c

Practical and rich looking cotton crepe with a pleasing wool-like texture in handsome plaid and check color combinations. Here's a value which, for fine appearance and practical wearing quality, is worth far more than this low sale price. **35 inches wide.** 2—Red, Green and Black Plaid; 3—Brown, Gold and White Plaid; 4—Red, Blue and White Plaid; 5—Copen, Black and White Plaid; 6—Gray, Green and Black Plaid; 7—Green and Tan Check; 8—Black and White Check; 9—Brown and White Check.

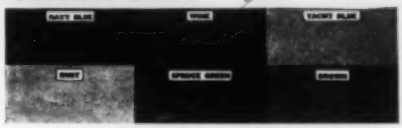
*State pattern number.* Shipping weight, per yard, 6 ounces.

**36 T 4057—A Yard** ..... 17c




## AUTUMN COTTON CREPE

WAS 23C **17C** A YD.




### Creped Like Wool . . . Washfast Colors

Looks like wool, yet you can put it in the tub and wash it just like any other cotton; the colors are washfast. At this low price you can afford to stock up on this fine material—and make it up later whenever you need it. Not just an ordinary cotton fabric—you will have to see and wear them really to appreciate them. For dresses, children's wear. **Width, 35 in.** Shipping weight, yard, 5 ounces.

**36 T 5367**—Colors above. *State color.* **A Yard** ..... 17c

WAS 23C NOW **17C** A YD.

## Colorful Hostess Prints

A new fashion . . . and already a tremendous success. These large dramatic prints usually cost more, but now they're clearance priced! Gorgeous colors; easy to wear. Soft, lustrous cotton; for housecoats, pajamas and dresses. Washfast colors. **Width, 36 in.**

**Pattern A**—Navy, purple and wine flowers or Brown and orange flowers.

**Pattern B**—Brown with white; Navy with white; or Wine with white.

*State pattern and color combination.* Shipping weight, per yard, 5 ounces.

**36 T 3380—A Yard** ..... 17c

## SHAKER FLANNEL BARGAIN

**10C** A YD.

Good cotton flannel couldn't cost any less; it's not possible! Order plenty now; bargain opportunities like this come seldom, and you should take advantage of them. Fully bleached; softly fleeced on both sides; firm texture. For pajamas, gowns, diapers. **Width, 36 inches.** Shipping weight, yard, 6 ounces.

**36 T 486—A Yard** .... 10c

VALUES THAT AMOUNT TO A

# Bargain Bombshell

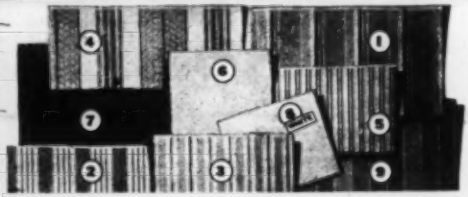
IN SPLENDID UTILITY FABRICS

WAS 11¢

9½¢ A YD.

## SPLENDID VALUE IN COTTON FLANNEL

WAS 11½¢ **10¢** A YD.



After all Sears is the place to shop when you want to save money on cotton. And when you can buy this good quality, yard wide flannel at this special low sale price, you should take advantage of it. You will find it to be a good practical medium weight, softly fleeced on both sides. You can count on it for a lot of extra service for your investment. 1—Blue Fancy Stripe; 2—Pink Stripe; 3—Blue, Pink and Maize Stripe; 4—Pink Fancy Stripe; 5—Pink Staple Stripe; 6—Plain Light Blue; 7—Gray Stripe; 8—Plain White; 9—Blue and Pink Stripe. **Width, 36 inches.**

See these patterns in natural color in your big Sears catalog. *State pattern number.* Shipping weight, per yard, 6 ounces.

**36 T 4830**—Per Yard ..... 10¢

### Striking Cotton BROADCLOTH VALUE!

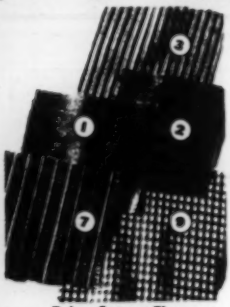
Just the thing for men's shirts and shorts, children's rompers and play suits and for your own dresses and smocks. Great value at Sears regular low price. Now, during Sears Special Value Sale, you should buy all that you can use for a long time to come!

| COLORS | | |
|---|---|---|
| Light Copen Blue | Light Pink | |
| Apricot | Lavender | Light Rose |
| Light Chamois | Leghorn Yellow | Peaches Cream |
| Crystal Green | Light Blue | White |

For natural colors see colorgraph references in our big catalog. *State color.* 35-in. width. Shipping weight, per yard, 4 ounces.

**36 T 5110**—A Yard ..... 9½¢

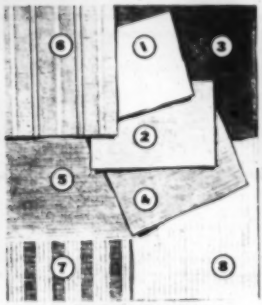
Was 10½¢ **9¢** A YD. **CHAMBRAY** Was 7½¢ **6½¢** A YD. Value 12¢ **9¢** A YD.



### Price Cut on Firm Dependable Quality

Here's a good strong medium weight Chambray in dark sensible patterns that you will find mighty useful to have on hand. Just the thing for after-school clothes, aprons, rompers, dresses and men's shirts. A good durable quality that will stand a lot of grief without fading or "coming through." And the dark sensible colors save a lot of laundry because they don't show dirt. 1—Plain Blue; 2—Plain Gray; 3—Navy and White Stripe; 7—Gray Stripe; 9—Navy Check. *State pattern number.* **Width, 28 inches.** Shpg. wt., yard, 5 oz.

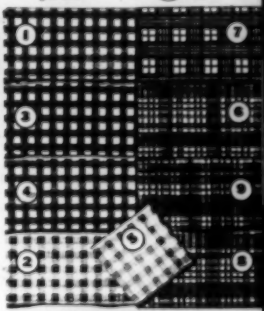
**36 T 4382**—A Yard ..... 9¢



### Bargain Special Famous for Extra Savings

Neat patterns and clean, plain colors in a good firm serviceable grade you'll like. Think of all the Chambray you could use in the course of a year—for aprons, dresses, rompers, after-school clothes, shirts and a dozen other things. No use talking, here is the thrift buy of the year! 1—Plain Pink; 2—Plain Brown; 3—Plain Navy Blue; 4—Plain Red; 5—Plain Green; 6—Blue Stripe; 7—Brown and Blue Stripe; 8—Pink Staple Stripe. 25-in. width. *State pattern number.* Shipping weight, yard, 4 ounces.

**36 T 4084**—A Yard ..... 6½¢



### GINGHAM Neat Checks—Gay Plaids

If you want to save every penny you can—then here's your bargain! Bright, colorful checks and plaids that will make up into perky little aprons, rompers and dresses.

1—Red Check; 2—Green Check; 3—Black Check; 4—Navy Blue Check; 5—Pink Check; 6—Blue Plaid; 7—Black Plaid; 8—Brown Plaid; 9—Red Plaid. 32-in. width. *State pattern number.* Shipping wt., yd., 4 oz.

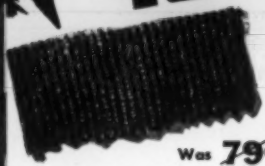
**36 T 4014**—A Yard ..... 9¢

YOUR CHOICE THIS PAGE **49¢ A YD.**

SAVE UP TO 30¢ YD. DURING SEARS

# Super Value Sale!

AND THAT'S SOME SAVING!



Was 79¢

## Spun Rayon and Wool Piqué

Thrillingly low priced—for a dress fabric in such high fashion favor! Very distinctive—with its frosty surface, its interesting piqué ribs. 84% spun rayon, balance rich wool worsted. Wrinkle resisting, soft draping, long wearing. You'll want it for immediate winter-wear—looks and tailors just like all wool! For warmer weather, too. It's so feather-weight and comfortably cool. **Width, 38 in.**

COLORS:

| | | |
|---|---|---|
| Beige Tan | Mayze | Pink |
| Black | Navy Blue | Royal Blue |
| Copen Blue | Nickel Gray | Seal Brown |
| Coral Rose | Rio Green | Turquoise |
| Hockey Green | Orchid | White |

*State color.* Shipping weight, yard, 7 ounces.

**14 T 7320**—A Yard.....49¢

Was 59¢ NOW **49¢ A YD.**

COLORS:

Black, Cinnamon Bark, Coffee Brown, Copen Blue, Coral Rose, Dark Green, Forest Green, Hockey Green, Mayze, Navy Blue, Peacock Blue, Persian Ruby, Plum Purple, Royal Blue, Seal Brown, Sky Blue, Tile Red, Turquoise, White, Wine Red

## TIARA CREPE AMIGO

Handsomely pebbled, satin-backed texture. Woven with genuine Celanese yarns—famous for their durability. So rich-looking—so flattering—you ought to plan on a frock and blouse of it. The cost will be so small at this reduced price! Medium, serviceable weight. Dry cleans beautifully. **Width, 38 in. Colors above.** *State color.* Shipping weight, yard, 9 ounces.

**14 T 8084**—A Yard.....49¢

Was 59¢ NOW **49¢ A YD.**

COLORS:

Aqua Blue, Cardinal Red, Copen Blue, Coral Rose, Dark Green, Forest Green, Hockey Green, Mayze, Navy Blue, Peacock Blue, Persian Ruby, Plum Purple, Royal Blue, Seal Brown, Sky Blue, Tile Red, Turquoise, Cinnamon Bark, White, Pink, Black

## TIARA MATELASSÉ

Now reduced! A luxurious blistery "ruff" woven with genuine Celanese. One of the most popular dress fabrics we've seen in years. Another example of the tremendous savings you can make on finer fabrics during Sears Super Value Sale. A real matelassé weave—its puckery crinkles are in to stay. **Width, 38 in. Colors above.** *State color.* Shipping weight, yard, 8 ounces.

**14 T 8485**—A Yard.....49¢

Was 59¢ **49¢ A YD.**

COLORS:

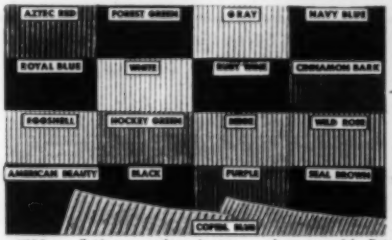
Aqua Blue, Black, Beige Tan, Cardinal Red, Coffee Brown, Copen Blue, Coral Rose, Forest Green, Hockey Green, Navy Blue, Peacock Blue, Plum Purple, Royal Blue, Seal Brown, Sky Blue, Tile Red, Turquoise, Cinnamon Bark, White, Pink, Lilac, Maize, Wine

## De Luxe Tiara Pebble Crepe Marked Down

A dainty, versatile pebble crepe! Woven with genuine Celanese yarns. The beautiful chalky-finish quality that often costs up to 98¢ a yard elsewhere. Soft—lightweight—lovely for dresses, blouses, lingerie, pajamas, children's clothes. A firm, durable quality able to take frequent dry cleaning. **Width, 38 inches. Colors above.** *State color.*

**14 T 8467**—Shpg. wt., yd., 9 oz. A Yard.....49¢

## Save on Sturdy CORDUROYS

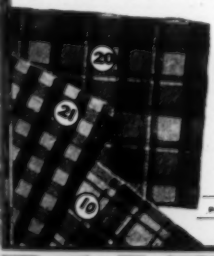



WAS 52¢

Corduroys are always in style . . . always so useful. But they're rarely so thrifty! You can save yourself a lot of money by ordering now from this Super Value Book. Velvety-soft, deep piled. Lovely for light-weight coats, suits, evening wraps, winter dresses, odd jackets, lounging pajamas, little boys' suits or trousers. **Width, 36 inches. Colors as listed on swatches above.** *State color.*

NARROW WALE—Shipping weight, yard, 10 ounces. **14 T 9300**—A Yard.....49¢

WIDE WALE—Shipping weight, yard, 11 ounces. **14 T 9420**—A Yard.....49¢




## Lorraine Half Wool Flannel Bargain

WAS 74¢

Fashion's newest plaids and checks. Guaranteed fast color! 50% fine wool worsted—balance cotton. Designs extra clear because yarns were dyed BEFORE weaving. A price so low we can offer it only during this sale! 10—Tan plaid; 20—Red and Gray plaid; or 21—Brown and Yellow check. *State pattern.* **Width, 36 in.** Shpg. wt., yd., 5 oz.

**14 T 7727**—A Yard..49¢

## Startling Velveteen Value!

WAS 57¢

Naturally you're amazed at this low price! Such gleaming, deep-piled good quality velveteen ordinarily costs far, far more than this! Now you can make any number of gorgeous things for next to nothing. Fine imported all cotton. Must be lined to protect pile. **Width, 36 inches.**

COLORS:

| | | |
|---|---|---|
| Aztec Red | Dark Brown | Navy Blue |
| Black | Forest Green | Royal Blue |
| | Hockey Green | Ruby Wine |

*State color.* Shipping weight, per yard, 10 oz.

**14 T 9142**—A Yard.....49¢

CHILDREN'S SHOES AT STARTLING

# Reduced Prices

DURING THIS GREAT SALE

LOOK WERE $1.79 $1.29 1-PAIR $2.49 2-PAIRS $3.59 3-PAIRS

Were $1.59 $1.39 Pair

## Neat Trouser Crease Toe

Sturdy all leather upper, with flexible leather sole; 1-inch heel; rubber top lift. A neat stylish shoe that will stand plenty of scuffing. A saving you'll appreciate!

**Girls' Sizes** 12, 12½, 13, 13½, 1, 1½, 2, 2½, 3. Wide width. *State size.* Shipping weight, 1 pound 2 ounces.

**1ST 1011**—Brown. Pair....**$1.39**

$1.59 $1.39 Pair

## Almost Like Mother's

Fine quality leather uppers and soles. 1-inch heel; rubber lift. Styled for either school or dress wear. A sensational bargain!

**Girls' Sizes** 12, 12½, 13, 13½, 1, 1½, 2, 2½, 3. Wide width. *State size.* Shipping weight, 1 pound 2 ounces.

**1ST 1313**—Tan, Brown Trim. **1ST 1315**—Black Patent, Black Trim. Pair....**$1.39**

## Dashing Monk Style for Young Teens

Sturdy leather uppers; flexible leather soles; 1-inch heel; rubber lift. Smartest thing out for school and dress. Serviceable, too. Perforated stitched seamed vamp.

**Girls' Sizes** 12, 12½, 13, 13½, 1, 1½, 2, 2½, 3. Wide width. *State size.* Shipping weight, pair, 1 lb. 2 oz.

**1ST 1292**—Black Patent. **1ST 1293**—Brown Suede. **1ST 1295**—Black Leather. Pair....**$1.29**

Were $1.79 $1.29 Pair

NOW $1.29 Pair

## Clever Gay Deceiver

Good leather uppers with flexible leather soles and 1-inch heels; rubber lifts. Slip saucy little tongue under or over the ties. Marvelous value; priced exceptionally low!

**Girls' Sizes** 12, 12½, 13, 13½, 1, 1½, 2, 2½, 3. Wide width. *State size.* Shipping weight, 1 pound 2 ounces.

**1ST 1300**—Brown Suede. **1ST 1301**—Black Leather. Pr. **$1.29**

## Snappy Tongue Model

Sturdy leather uppers and sole. 1-inch heel with rubber top lift. Clever slashed tongue can be snapped on or off. Almost like having two pairs of shoes in one.

**Girls' Sizes** 12, 12½, 13, 13½, 1, 1½, 2, 2½, 3. Wide width. *State size.* Shipping weight, 1 pound 3 ounces.

**1ST 1285**—Black Patent. **1ST 1286**—Black Suede. Pair **$1.29**

*Reduced from* $1.88 *to* $1.59 Pair

## "Two-Timer"

Leather uppers, soles, quarter linings, facings, insoles. Goodyear stitched. Rubber heels. Detachable tongue. Sears Biltwel quality at a surprising saving!

**Girls' and Boys' Sizes** 8½, 9, 9½, 10, 10½, 11, 11½, 12, 12½, 13, 13½, 1, 1½, 2, 2½, 3. *State size.* Shpg. wt., 1 lb. 7 oz.

**Wide width**
**1ST 1234**—Brown. **1ST 1235**—Black.

**Narrow Width**
**1ST 1224**—Brown. **1ST 1225**—Black. Pair....**$1.59**

Were $1.98 $1.79 Pair

## Trim, Warm Felts

Soft brown felt, warm as toast with leather tips and foxing. Sturdy leather sole. 1⅝-inch low walking heel with rubber top lift.

**Women's Sizes** 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8; also 9. Wide width. *State size.* Shipping weight, 1 pound 10 ounces.

**1ST 1912**—Pair....**$1.79**

## 79¢ Pr. Two-Tone D'Orsay

Colorful model in vivid red kid combined with shiny, black "Zapon." Comfortable and long wearing. Soft padded leather soles. Low heels. Sale priced!

**Women's Sizes** 4, 5, 6, 7, and 8. Wide width. *State size.* Shipping weight, 1 pound 2 ounces.

**1ST 3038**—Pair....**79¢**

## $1.00 Pr. Soft Kidskin

Ever so flattering to one's feet. Rayon plush cuffs; harmonizing linings; padded chrome leather soles. 1½-inch wood heels.

**Women's Size** 3, 4, 5, 6, 7, 8, 9. Wide width. *State size.* Shipping weight, 15 ounces.

**1ST 3036**—Burgundy. **1ST 3035**—Blue. Pair....**$1.00**

## 89¢ Pr. Delightful Gift

Rayon velvet, rayon plush cuff, soft leather soles; 1⅝-inch heel.

**Women's Sizes** 4, 5, 6, 7, 8, 9. Wide width. *State size.* Shpg. wt., 14 oz.

**1ST 3891**—Black. **1ST 3892**—Blue. Pair....**89¢**

SEARS => PAGE 21

WERE $1.88 - $1.98

$1.69 PAIR

BUY . . NOW . . DURING SEARS

# Super Value Sale

. . . AND SAVE THE DIFFERENCE!

### Laced-To-Toe . . . High Tie

Suede "Bike" ties . . . with all the smart trimmings . . . patent leather . . . perforations! Good leather sole. 1⅝-inch Cuban heel.

WOMEN'S SIZES 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8, 8½, 9 in C (medium wide) width. *State size.* Shipping wt., 1 lb. 6 oz.

15 T 2419—Brown. Pair..... **$1.69**

### Charming New Height

Chic new suede! Does lovely things for your feet . . . looks and feels expensive. Clever perforations. Leather soles. 2-inch Cuban heels.

WOMEN'S SIZES 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8, 8½, 9 in C (medium wide) width. *State size.* Shipping wt., 1 lb. 4 oz.

15 T 2413—Brown.
15 T 2414—Black. Pair..... **$1.69**

### Suede With Patent Strap

Soft, lovely! Strap is stitched. Leather sole; 2¼-inch Continental heel.

WOMEN'S SIZES 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8 in C (medium wide) width. *State size.* Shipping weight, 1 pound 2 ounces.

15 T 2391—Brown.
15 T 2392—Black. Pair..... **$1.69**

### "Pinked" Calf Overlays

Unusual at a bargain price . . . but here they are! Soft suede with fancy calfskin overlays; high tinen. Leather sole; 1¼-inch walking heel.

WOMEN'S SIZES 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8, 8½, 9 in C (medium wide) width. *State size.* Shipping wt., 1 lb. 8 oz.

15 T 2425—Brown.
15 T 2426—Black. Pair..... **$1.69**

### Smart Fringed Tongue

Young looking, handsome. Straps buckle under tongue. Leather upper; rubber sole; 1⅝-inch low walking heel; rubber lift.

WOMEN'S SIZES 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8 in C (medium wide) width. *State size.* Shipping weight, 1 pound 8 ounces.

15 T 2361—Brown.
15 T 2362—Black. Pair..... **$1.69**

### Star Crested Shield Tongue

One-half rich suede, the other, smooth calf. A value to tell the world about! Leather sole. 1½-inch leather heel; rubber lift.

WOMEN'S SIZES 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8, 8½, 9 in C (medium wide) width. *State size.* Shipping wt., 1 lb. 6 oz.

15 T 2423—Black.
15 T 2424—Brown. Pair..... **$1.69**

Were ~~$2.50~~ **$2.19** PAIR

### Patent Turn-Down Tongue

Suede criss-crossed with grosgrain ribbon. Leather sole. 2-inch patent Cuban heel.

WOMEN'S SIZES 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8, 8½, 9 in C (medium wide) width. *State size.* Shpg. wt., 1 lb. 6 oz.

15 T 2431—Black. Pair. **$2.19**

Were ~~$1.79~~ **$1.59** PAIR

### Chic Double Style in Suede

Rubber sole. 1⅝-inch heel; rubber lift.

WOMEN'S SIZES 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8 in C (medium wide) width. *State size.* Shipping weight, 1 pound 14 ounces.

15 T 2373—Black.
15 T 2372—Brown. Pair..... **$1.59**

Were ~~$1.79~~ **$1.59** PAIR

### High, Wide and Handsome

Leather upper; sole. 1⅝-inch Cuban heel.

WOMEN'S SIZES 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8, 8½, 9 in C (medium wide) width. *State size.* Shipping weight, 1 lb. 4 oz.

15 T 2417—Brown.
15 T 2418—Black. Pair..... **$1.59**

WOMEN'S SHOE PRICES

# Sharply Cut

DURING THIS ASTOUNDING SALE

SOLD AT ~~$2.19~~ to ~~$2.50~~

1ST $1.98 ANY PAIR

### Neatly Perforated Patent Trim

Latticed patent leather front set over glamorous gabardine. A style setter that you'll be proud to wear. Striking at a price so low! Leather sole; 2¼-inch Continental heel.

WOMEN'S SIZES 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8 in C (medium wide) width. *State size.* Shipping weight, 1 pound 6 ounces.

**1 S T 2375**—Black.
**1 S T 2374**—Brown. Pair.....**$1.98**

### Modishly Squared

Delightful new suede style with high laced up tongue, "pinked edge," square toe, big rouged "portholes"; square 1½-inch walking heels; leather soles.

WOMEN'S SIZES 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8 in C (medium wide) width. *State size.* Shipping weight, 1 lb. 6 oz.

**1 S T 2434**—Brown.
**1 S T 2435**—Black. Pair....**$1.98**

### Striking Patent Trimmed

You'll love them . . . rich suede. Low sides gored for gloved fit. Slim seamed vamp. Leather sole; 2¾-inch Continental heel.

WOMEN'S SIZES 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8 in C (medium wide) width. *State size.* Shipping weight, 1 lb. 4 oz.

**1 S T 2461**—Brown. Pair....**$1.98**

### Youthful Charm

Rope stitching on smooth, soft suede; high laced-up tongue. They're just the thing for that special costume. Good quality leather sole; 1½-inch comfortable walking heel. Two popular colors to choose from. The sale buy of the season and a tricky little model you'll love!

WOMEN'S SIZES 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8 in C (medium wide) width. *State size.* Shipping weight, 1 pound 6 ounces.

**1 S T 2478**—Black
**1 S T 2479**—Brown
Pair.....**$1.98**

### Suede and Leather

Only Sears can bring you a style hit like this at a Sale Price! Delightful strap model with diamond shaped cut-outs in rich soft suede with smooth leather trim; leather sole with 2-inch covered Cuban heel. A reigning favorite with expensively dressed women now at a price that makes it a startling value!

WOMEN'S SIZES 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8 in C (medium wide) width. *State size.* Shipping weight, 1 pound 6 ounces.

**1 S T 2316**—Brown.
**1 S T 2317**—Black.
Pair.....**$1.98**

### Sleek Fashion Winner

Lovely suede and patent model with high instep-molding lines. Stylish side gore for trim fit. Leather sole; 2¾-inch Continental heel. We leave it to you . . . would you expect to get this combination of smart style and good quality at a price so unusually low?

WOMEN'S SIZES 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8 in C (medium wide) width. *State size.* Shipping weight, 1 pound 4 ounces.

**1 S T 2309**—Cherry Red.
**1 S T 2311**—Black.
**1 S T 2310**—Brown.
Pair.....**$1.98**

### Sophisticated!

Lovely suede with patent leather . . . a truly startling value! A style that will be "good" next summer—so buy now! Long-wearing leather sole; 2¼-inch covered Continental heel.

WOMEN'S SIZES 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8 in C (medium wide) width. *State size.* Shipping weight, 1 pound 6 ounces.

**1 S T 2377**—Black.
**1 S T 2376**—Brown.
Pair.....**$1.98**

WERE $2.00

SUPER VALUE PRICE $1.79 PAIR

BUY EXTRA PAIRS DURING SEARS

# Super Value Sale

HAVE THEM WHEN YOU NEED THEM

FULL VAMP TO TOE NOT CUT OFF!

## DOUBLE-TANNED SOLID LEATHER

Just the shoe you need for farm work—double-tanned to resist barnyard acids! Tough leather uppers; solid leather counter; smooth grain leather inside; husky leather midsole and outsole, brass plated nailed and sewed. For outstanding durability; tough 13-nail rubber heel. Here's the kind of a shoe you can bank on for comfort—for extra long wear—for furnishing service in and around the barnyard. A marvelous value in our Big Catalog—a sensation at this cut price!

MEN'S SIZES 6 to 11; also 12. Wide width. *State size.* Shipping weight, 3 pounds 2 ounces.

**6 7 T 4611**—Black with Cap Toe.

**6 7 T 4609**—Black with Plain Toe.

Pair.....**$1.79**

WERE $2.75 YOUR CHOICE $2.49 PAIR

## OFFICERS' STYLE

Just the shoe to wear with uniform and pattern. Many men who like a light shoe use them for dress wear; they're so neat looking and comfortable. Durable, too. Smooth side leather uppers; grain leather inside. Cemented sole. Tough 13-nail rubber heel. *State size.*

MEN'S SIZES 6 to 11. D (wide) width. Shpg. wt., 2 lbs. 13 oz.

**6 7 T 4119**—Brown

**6 7 T 4120**—Black. Pr. **$2.49**

## ROOMY COMFORT

If you are on your feet all day, here's the shoe for you. The U. S. Army discovered that this is long last comfortable oil shoe made. Made with tough grained leather uppers, Goodyear Welt with supports; grain leather inside and tough oil resisting outsole. 13-nail rubber heel. *State size.*

MEN'S SIZES 9 to 11; also 12. Wide width. Shpg. wt., 3 lbs. 12 oz.

**6 7 T 4287**—Brown

**6 7 T 4288**—Black. Pr. **$2.49**

$1.98 PAIR

WERE $2.50

## "STITCHDOWNS"

A bargain winner! The most flexible work shoe you can buy—priced to save you plenty! Soft elk grained cowhide leather with double sewed grain leather insole and non-marking "Compo" outsole. Built-in steel arch support. Rubber heel. Wide width. *State size.*

MEN'S SIZES 6 to 11; also 12. Shipping weight, 2 pounds 13 ounces.

**6 7 T 4633**—Brown

**6 7 T 4683**—Black.

Pair.....**$1.98**

$1.84 PAIR

WERE $2.25

## DOUBLE LEATHER SOLE

A shoe that will stand up for miles and miles after others at a price like this have gone to the junk pile. Made with two heavy leather soles nailed and sewed—"Cromax" leather outsole with oak-tanned leather midsole. The leather uppers are double-tanned to resist barnyard acids. Flexible grain leather insole and tough all-leather heel. A mighty bargain at this sensational low price! You'll be glad you ordered NOW! *State size.*

MEN'S SIZES 6 to 11; also 12. Wide width. Shipping weight, 3 pounds 7 ounces.

**6 7 T 4627**—Black

**6 7 T 4628**—Brown. Pair.....**$1.84**

$1.84 PAIR

WERE $2.25

## SOFT TOE FOR COMFORT

If you want a work shoe that can "take it" and still be easy on tender feet, here's the one. Soft black elk-grained cowhide leather uppers; brass plated, nailed and sewed grain leather insole and midsole with Sure-Grip "Compo" outsole. Tough sole leather counter, 13-nail rubber heel and nickeled hooks and eyelets. You can buy other shoes for this kind of money—but you'll go a long way before you get this sturdy wearing quality and working comfort in a shoe at this low Sale Price! *State size.*

MEN'S SIZES 6 to 11; also 12. Wide width. Shipping weight, 2 pounds 13 ounces.

**6 7 T 4626**—Pair.....**$1.84**

STURDY, DEPENDABLE SHOES

# Priced Way Down

TO GIVE YOU SUPER VALUES

WERE $2.19 CUT DOWN TO $1.79 PAIR

WERE $2.19 $1.98 PAIR

## NEAT FRENCH TOE

A really distinguished dress shoe at a mighty attractive price. Smooth black, fully lined side leather uppers. Genuine Goodyear Welt construction with smooth grain leather insole. Sturdy oak tanned bend leather outsole. Live rubber heel. *State size.*

MEN'S SIZES 6 to 11. D (wide) width. Shipping wt., 2 lbs. 8 oz.

67 T 4340—Pair.....$1.98

WERE $1.98 $1.79 PAIR

## TRIPLE WEAR SOLES

A brute for wear—a giant for value! Three tough soles—count 'em; 1—Sure-Grip "Compo" tap-sole; 2—Full "Compo" midsole; 3—Grain leather sole. Tough rawhide color, split leather uppers. Riveted vamp and grain leather inside. Steel-rim rubber heel. A shoe that can take a world of punishment and come back for more.

MEN'S AND BIG BOYS' SIZES 6 to 11; also 12. Wide width. *State size.* Shipping weight, 3 pounds 12 ounces.

67 T 4670—Pair.....$1.79

## A WHALE FOR WEAR

Tough as Hippo hide. Strong waxed black split leather uppers; riveted and stitched vamp; moisture resisting rubber caulk welt; heavy outside backstay and counter pocket; thick "Compo" sole; steel rimmed rubber heel; brass plated nailed soles. Great for dairymen, icemen and others who work under damp conditions.

MEN'S SIZES 6 to 11; also 12. Wide width. *State size.* Shpg. wt., 4 lbs. 2 oz.

67 T 4643—Pair.....$1.79

WERE $1.25 $1.17 Blucher Style

WERE $1.19 $1.09 Men's Outing Style

Bargains all! Waxed black split cowhide leather uppers. Moisture-resisting rubber caulk welts moulded to extra thick "Compo" soles. Sturdy leather insoles. 13-nail rubber heels.

MEN'S SIZES 6 to 11; also 12. Wide width. *State size.*

**BLUCHER STYLE SHOES**

Shipping weight, 3 pounds 2 ounces.

67 T 4636—MEN'S. Pair.....$1.17

**OUTING STYLE SHOES**

Shipping weight, 2 pounds 10 ounces.

67 T 4805—MEN'S. Pair.....$1.09

BOYS' SIZES 1 to 5½. Shpg. wt., 2 lbs. 6 oz.

67 T 5405—Pair.....$1.00

**LONG-WEARING HI-CUTS**

Shipping weight, 4 pounds 4 ounces.

67 T 4962—MEN'S. Pair.....$2.19

$2.19 Hi-Cut

WERE $2.39

## COMFORTABLE

$2.19 PAIR

WERE $2.49

## ELKSKIN LEATHER

If you have ever worn an elkskin work shoe, you know just how comfortable it is . . . and how it wears and wears. But when you can get a shoe like this at a price so low—that's news! Made with flexible grain leather midsole, oak-tanned leather outsole and drill lined vamp. Leather lined counter pocket and tough 12-nail rubber heel.

MEN'S SIZES 6 to 11; also 12. Wide width. *State size.* Shipping weight, 2 lbs. 10 oz.

67 T 4883—Black. Pair.....$2.19

67 T 4884—Brown. Pair.....$2.19

SEARS ▶ PAGE 25

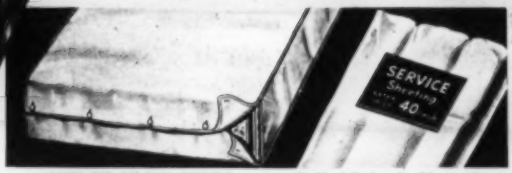
TAKE ADVANTAGE OF SEARS

# Super Value Sale!

ON FIRST QUALITY BEDDING!

$1.49 NOW $1.29 EACH

10 YDS. $1.00 NOW 89c




## SAVE 30c on each Heavy Blue Stripe Mattress Cover

Made of good grade sheeting with washfast woven-in blue stripe; made large to allow for shrinkage. Full box shape; lockstitched seams; bar-tacked corners. Set-in side walls; unbreakable rubber buttons. Tape-bound edges. A strong money-saving cover. Saves wear and tear; keeps bed sanitary.

**96 T 2416**—Fits 39-inch mattress. Shipping weight, 1 pound 14 ounces.

**96 T 2418**—Fits 54-inch mattress. Shipping weight, 2 pounds 3 ounces.

**For the Innerspring Type Mattress**

**96 T 2414**—Fits 39-inch mattress. Shipping weight, 2 pounds 1 ounce.

**96 T 2415**—Fits 54-inch mattress. Shipping weight, 2 pounds 8 ounces.

## PRICE CUT ON THIS GENUINE LAUNDERITE MATTRESS COVER

On every Launderite mattress cover you buy here you save 20 cents. The saving on four covers will almost buy 10 yards of 96T1668—40-inch sheeting at right. Full box shape; made large to allow for shrinkage; bar-tacked corners; lockstitched seams; tape bound edges; set-in side walls, unbreakable rubber buttons. Dress up old mattresses; protect your new ones.

**96 T 2405**—Fits 39-inch mattress. Shipping weight, 2 pounds.

**96 T 2406**—Fits 48-inch mattress. Shipping weight, 2 pounds 4 ounces.

**96 T 2407**—Fits 54-inch mattress. Shipping weight, 2 pounds 7 ounces.

**For the Innerspring Type Mattress**

**96 T 2408**—Fits 39-inch mattress. Shipping weight, 2 pounds 3 ounces.

**96 T 2409**—Fits 54-inch mattress. Shipping weight, 2 pounds 10 ounces.

## Full 40-Inch Sheeting

Good strong sheeting reduced in price to provide extra savings during this Sale! Tensile strength, warp 45 lbs., filling 39 lbs. Thread count, 56x56; weighs 4 ounces to the yard. These facts prove that this is a good substantial sheeting that will give you a world of service and satisfaction! A real bargain if there ever was one. Lay in a supply NOW while our price is slashed! Natural cream color. Put up and sold in 10-yard bolts only. Shipping weight, 2 pounds 9 ounces.

**96 T 1668**—10 Yards..... 89c

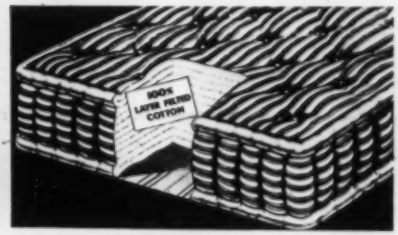
## Famous Innerstrap Prices Cut!

Same famous long life inner-construction that has sold by thousands at much higher prices. No bulging or sagging. 50 lbs. of new all felted cotton—fluffy, clean and pure. Layer filled, which makes it free from bumps and hollows. Durable two-tone ticking. Deep uniform tuftings; large firm roll edges. Here's a mattress that will give you years of comfortable service—now offered for an astoundingly low price!

**1 TM 7638**—State size wanted.

| To Fit | Act. Wt. | Shpg. Wt | Price |
|---|---|---|---|
| 54-inch bed | 50 pounds | 58 pounds | $7.77 |
| 48-inch bed | 45 pounds | 53 pounds | 7.25 |
| 39-inch bed | 37½ pounds | 44 pounds | 7.73 |

**Your Choice of Either Mattress (50-Lb. Weight)** $7.77 EACH **During This Super Value SALE**




## Save on This 100% Felted Cotton Mattress!

Who but Sears could offer this famous **Better-Bilt** construction in a 100% layer felted cotton mattress? Made with large firm roll edges and deep uniform tuftings to hold the padding securely in place and prevent shifting. Durable blue and white striped cover. No doubt about it—this is your opportunity to supply your beds with new mattresses at a big saving.

| Cat. No. | To Fit | Act. Wt. | Shpg. Wt. | Price |
|---|---|---|---|---|
| 1 TM 7560 | 54-inch bed | 60 lbs. | 68 lbs. | $9.45 |
| | 39-inch bed | 48½ lbs. | 56 lbs. | 9.43 |
| 1 TM 7531 | 54-inch bed | 55 lbs. | 63 lbs. | 8.45 |
| | 39-inch bed | 42 lbs. | 49 lbs. | 8.43 |
| 1 TM 7527 | 54-inch bed | 50 lbs. | 58 lbs. | 7.77 |
| | 39-inch bed | 37 lbs. | 44 lbs. | 7.75 |

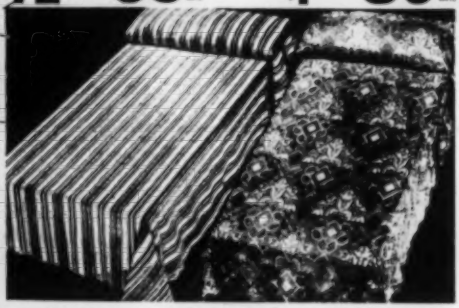
PRICED TO MAKE IT

# Worth Your While

TO BUY ALL YOU NEED..NOW

$1.39 1-lb. ROLL $1.19

Was 72c 65c EA. Was $1.19 89c EA.



## Ranch Rose Wool Batts Reduced

Ranch Rose is the finest, fluffiest, softest kind of wool. Made from extra long fibers. Cream-white color; size, about 72x90 inches. Makes plump, lovely comforters. Stays live and springy; won't mat down. Washed and scoured. Put up in sanitary bags. Easy-to-open fold found in Sears batts only.

| | | |
|---|---|---|
| 1-lb. Roll | 96 T 2641—Shipping weight, each, 1 pound 4 ounces. Each | $1.19 |
| 2-lb. Roll | 96 T 2642—Shipping weight, each, 2 pounds 4 ounces. Each | 2.39 |
| 3-lb. Roll | 96 T 2643—Shipping weight, each, 3 pounds 4 ounces. Each | 3.58 |

## Price Cut on Cannon Quality

A price so startlingly low you ought to buy at least three spreads . . . and pep up your bedroom with frequent color changes! Bright crinkle stripes. Seamless—a feature unheard of at this bargain price! Good, dependable wearing cotton spread, 80x105 in. Colors: Blue, Gold, Green, Orchid or Rose. *State color.* Shipping weight, each, 1 pound 6 ounces.

96 T 2850—Each . . 65c

## Big Bargains—Two of Them All Cotton or Rayon and Cotton

Full double bed size, 80x105 inches. Beautiful novelty Jacquard weave patterns in rich modern colors, all similar to illustration. Gracefully scalloped edges. Selected grade of yarns—very sturdy woven—and carefully dyed. That's why they're so unusually handsome to begin with . . . and why they keep their original good looks. You're saving a good round sum—whichever you select. They're actually the same quality that costs $1.49 at most stores! Colors: Blue, Gold, Green, Orchid or Rose. *State color.*

**ALL COTTON**
Shpg. wt., 4 lb. 12 oz.
96 T 2861
Each . . . . . 89c

**RAYON and COTTON**
Shpg. wt., 4 lb. 2 oz.
96 T 2571
Each . . . . . 89c

## Washfast Colorful Cretonne

And you can buy them now at a tremendous saving. Bright, beautiful, exclusive designs! Photographically engraved—a superior process, producing rich color effects and delicate shades here-to-fore impossible. **Width, 36 inches.** 5—Flowers of red, blue, green, yellow; 6—Morning glories of blue, rose, gold, magenta; 7—Gold predominates in poppy print of blue, green; or 8—Pansies of green, gold, rust, orange. *State pattern number.*

96 T 2065—Shpg. wt., yd., 5 oz. A Yard . . . . 18c

## WIDE SHEETING VALUES!

23c Now 18c A YD.

### 81-Inch Unbleached

A bargain record-smasher from our Big Book! Now—mind you—we've knocked its price even lower! 81-inch double bed width—makes seamless sheets! Gradually bleaches white with washing. Use it for comforter and mattress covers and for wall coverings, too. Be sure to buy all you will need for a long time—now! Shipping weight, per yard, 8 ounces.

96 T 1003—A Yard . . . . . 18c

### 81-In. Bleached White

28c Now 23c A YD.

The Nation's Best bleached sheeting Bargain! This quality can't be had elsewhere at a price this low. Double bed, 81-inch width for low priced seamless sheets. Shipping weight, per yard, 8 ounces.

96 T 1006—A Yard . . . . . 23c

## Straw Ticking Reduced!

A really superior straw ticking . . . priced sharply below its real value! More closely woven than the average. That means it will wear long, hold a filling better! **Blue and white stripes.** Width, 31 inches. Shpg. wt., per yard, 6 oz.

96 T 1218
A Yard . . . . . 11c

13c Now 11c A YD.

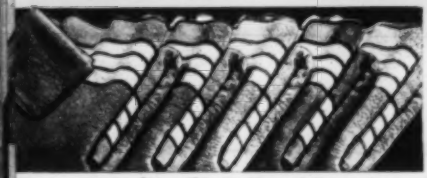
18x36-Inches

13½c EACH IN LOTS OF 4

STOCK UP NOW . . DURING SEARS

# Super Value Sale!

WHILE YOU CAN SAVE SO MUCH!

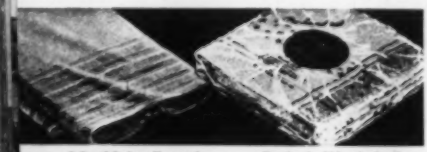


## Sears No. 1 Bath Towel Bargain

Lovely, fashionable pastels in good grade double loop cotton terry at almost unbelievable low prices. Substantial, closely woven ground for durability. Firm selvages at sides. Hems securely backstitched at corners to prevent fraying. Stock up on all the sizes you will need for a long time to come.

COLORS: Blue, Peach, Green, Orchid or Maize with White striped borders. *State color.*

| 18x36-Inch Hand Towel | 28x48-Inch Bath Towel | 22x44-Inch Big Size Towel | 12x12-Inch Washcloths |
|---|---|---|---|
| 19 T 8776 | 19 T 8777 | 19 T 8778 | 19 T 8779 |
| 4 for 54c | 4 for 65c | 4 for 75c | 6 for 28c |
| Shpg. wt., 1 lb. 3 oz. | Shpg. wt., 1 lb. 7 oz. | Shpg. wt., 1 lb. 11 oz. | Shpg. wt., 8 oz. |



## 20x40 In. Towels

"Merit" quality—and you know how good that is! Thick packed DOUBLE LOOP cotton terry. Firm underweave, strong selvages. White with washfast Blue, Gold, Green or Rose borders. *State color.* Shpg. wt., 1 lb. 7 oz.

19 T 8772 ..... 4 for 59c

## Turknit Washcloths

Five assorted colors, SIX CLOTHS to a package. Soft, velvety knitted cotton with white shell stitched edges. Won't stretch. **Size, 12x12 inches.** Cellophane wrapped. Shpg. wt., 8 oz.

19 T 8627 ..... 6 for 45c

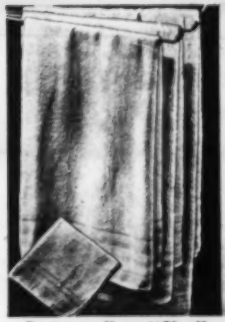
PAGE 28 ◆▲ SEARS

## Big Saving on Sears Kitchen Glow Toweling

Less Than 5½c A Yard In 10 Yd. Bolts

Sturdy, **unbleached** cotton toweling with assorted washfast borders. Sears famous "Kitchen Glow" quality, great for dish towels and roller towels. Soft finished, marked every three inches on border for your convenience in cutting it quickly into towel lengths. Strong selvages at sides. Neat washfast borders in assorted colors. **Width, 16 inches. Sold only in 10-yard bolts.** Shpg. wt., 1 lb. 7 oz.

19 T 8504—10 Yards ..... 53c



18x36 Inches

LESS THAN 9¼c EACH

In Lots of Six

## Outstanding "Challenge" Value

Built especially for those who want dependable towels at low prices. Now during Sears Super Value Sale you make a really remarkable saving. Snowy white cotton terry, fluffy, soft and absorbent. Sprightly assorted fast color borders.

| 18x36-In. Towel | 28x48-In. Towel | 12x12 In. Washcloths |
|---|---|---|
| 19 T 8767 | 19 T 8768 | 19 T 8661 |
| 6 for 55c | 4 for 52c | 6 for 18c |
| Shpg. wt., 1 lb. 4 oz. | Shpg. wt., 1 lb. 2 oz. | Shpg. wt., 6 oz. |

### Double Loop Towels

18x36 inches. Heavier weight cotton terry with a firm underweave, stout selvages, strong hems. White with washfast Blue, Gold, Green, Orchid or Rose borders. *State color.* Shipping weight, 1 pound 1 ounce.

19 T 8722 ..... 6 for 69c

## "Cannon" Kitchen Towels

Stock up. Here's an extremely low price for Cannon made, good weight, part linen kitchen towels. Absorbent. Quick drying. Tape loop for hanging. Fully bleached with assorted color borders on all four sides. **Size, 17x33 inches.**

Shipping weight of six, 1 pound 4 ounces.

19 T 8655—6 for 69c

## 8 for 72c

—Size, about 26x35 Inches

Ready to use. Soft bleached cotton—no body holes or stamping. Overlocked edges.

19 T 8614—Shpg. wt., 1 lb. 9 oz.

**Hemmed Sugar Squares**—about 26x35 inches. Slightly lighter weight half bleached cotton, brand new without stamping or body holes. Shipping weight, 1 lb. 4 oz.

19 T 8600—10 for 69c

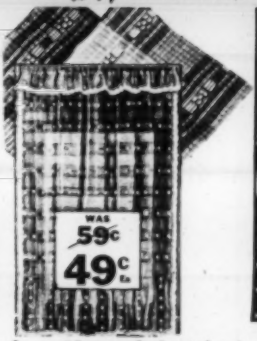
DURING THIS SALE YOU CAN

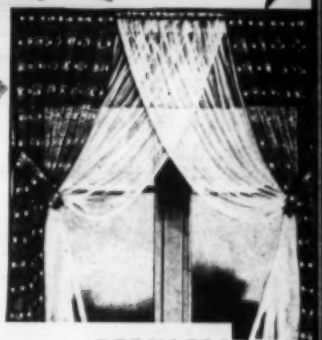
# Save Up to 20%

ON BRIGHT NEW CURTAINS

WAS $1.59

$1.27



## Frozen Mist Net for Cheerful Windows -- REDUCED!

### Pastel Color Priscillas

Delicate in pattern with small drop stitch stripe and woven-in white figures. Sheer all combed cotton—sunfast and tubfast colors. Pastel Priscillas with ruffles and tiebacks of white marquisette. Ready to hang. At these low sale prices you can "dress up" your windows—even lay in some extras. FAST COLOR PASTELS: Rose, Blue, Green, Peach or Orchid. *State color.*

**52-Inch Priscilla**
4½-inch ruffles.
Each side 46 in. wide; 2½ yds. long.
Shpg. wt., 11 oz.
24 T 5745—Pair..88c

**80-Inch Priscilla**
4½-inch ruffles.
Each side 75 in. wide; 2¼ yds. long.
Shpg. wt., 7 oz.
24 T 5743—Pair..49c

### Betsy Ross Panel

Pastel frozen mist net, sunfast and tubfast with white double ruching at edges. Valance top and 15-inch bottom flounce. PASTEL COLORS: Rose, Blue, Green, Peach or Orchid. *State color.*

43 inches wide; 2¼ yards long. Shipping weight, each, 5 ounces.

24 T 5742—Each.....49c

### Frozen Mist Net Yard Goods

43 inches wide. Same colors as above. *State color.* Shpg. wt., yard, 3 oz.

24 T 6738—A Yard.....12c

### Giant Size . . . Overdrape Effect

A startling bargain in Sears high fashion Decorator style. You'd pay almost twice as much elsewhere! Extra wide 150 inches, and long enough to reach the floor! Fast color pastels, combined with creamy marquisette to give the effect of curtains and drapes. Wide enough for two windows—and they drape luxuriously.

PASTEL COLORS: Rose, Blue, Green, Peach or Orchid; with Cream color. *State color.*

150 inches across top; each side 75 inches wide; 2½ yards long. Shipping weight, 14 ounces.

24 T 5739—Pair.....$1.27

## All Rayon Marquisette Marked Down!

36-in. Panel
Was 64¢
55¢ Ea.

### Hemmed Panels

Startling reductions in this ever-popular lustre snake it a "natural" for your spring decorating. Ready to hang, headed at top, hemmed at both sides and bottom, no further sewing necessary. Two widths to fit your windows. COLOR: French Ecru.

*2¼ Yards Long*

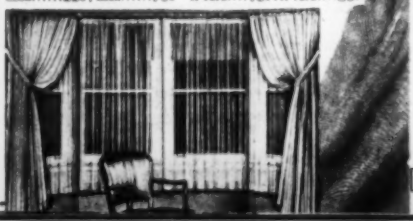
| 36 In. Wide | 44 In. Wide |
|---|---|
| Shpg. wt., 6 oz. | Shpg. wt., 6 oz. |
| 24 T 5080 | 24 T 5081 |
| Each.....55c | Each.....79c |

39-in. Goods
Was 22¢
18¢ A Yd.

### Yard Goods

Now—during this sale—you can save even more by making lovely panels for your living room, dining room, or bedroom. Perfect either for curtains or sheer overdrapes. Wonderful value at this low sale price! COLOR: French Ecru.

| 39 In. Wide | 48 In. Wide |
|---|---|
| Shpg. wt., 4 oz. | Shpg. wt., 5 oz. |
| 24 T 6780 | 24 T 6781 |
| A Yard.....11c | A Yard.....20c |



## Giant Size Bargain

Was $1.00
95¢ Pr.

Think of it—94 inches wide, 2½ yards long! Imagine such luxury at a price like this! Extra width and floor length for richer, deeper folds. Lovely bright fast color cushion dots, every row colored; an sheer combed cotton grenadine. Even the 6-inch ruffles are dotted. Here's your chance to dress your windows extravagantly at a fraction of what you'd expect to pay.

FAST COLORS: Cream ground with Rose, Blue, Red, Green, Black, Gold or Orchid dots; also White, Cream or Ecru with self-color dots. *State color.*

Each side 47 in. wide; 2½ yds. long. Shpg. wt., 12 oz.

24 T 5705
Pair.....95c

ONLY 92c A PAIR

2 PAIRS FOR $1.79

REMEMBER THAT DURING SEARS

# Super Value Sale!

YOU CAN SPEND A LITTLE—SAVE A LOT

## Highland Cottons at Big Savings

The foremost blanket value of the year . . . a bargain among bargains! You'd never expect to find double bed size blankets selling for so little! It's a wise plan to order a supply while these low prices hold good. They're Sears well known Highland quality cottons, slightly heavier than usual. Single blankets or pairs, both finished in overlock stitching. Practical for year 'round use! Every blanket backed by Sears' money-back guarantee! Don't miss these savings! COLORS: Plaids of Green and White; Rose and White; Blue and White; or Orchid and White. *State color.*

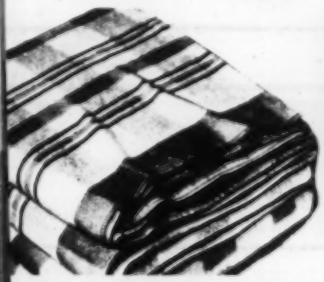
**Double Bed Size, 70x80 Inches**

**Pair of Blankets. Wt., 2½ Lbs.**
Shipping wt., a pair, 2 lbs. 10 oz.
**24 T 7056—A Pair.....92c**
**Two Pairs for.....$1.79**

**Single Blanket. Wt., 1¹³⁄₁₆ Lbs.**
Shipping wt., each, 1 lb. 6 oz.
**24 T 7057—Each....47c**
**Two for.....92c**

*A "PAIR" is two full blankets woven in one continuous length.*

70x80 In. Pair WERE $1.25 NOW $1.09 A Pair



## Prices Radically Reduced on Fine Slumbersound Cottons

Genuine Slumbersound quality—more value in their extra wear and their finer appearance. Fine, long staple cotton permits napping for extra warmth. Each color separately dyed and blended with pure white. Woven to Sears high standards. Double-lockstitched ends. COLORS: Green, Rose, Blue, Orchid or Peach plaids, each with White. *State color.*

**Pairs of Blankets**

| Size | Wt. Pr. | | A Pr. | Two Prs. |
|---|---|---|---|---|
| 70x80 In. 2½ Lbs. | 24 T 7065 | Shpg. wt., a pr., 7 lbs. 12 oz. | $1.09 | $2.12 |
| 72x84 In. 2¾ Lbs. | 24 T 7074 | Shpg. wt., a pr., 7 lbs. | 1.25 | 2.43 |

**Single Blankets in Double Bed Sizes**

| Size | Wt. Ea. | | Each | Two for |
|---|---|---|---|---|
| 70x80 In. 1¼ Lbs. | 24 T 7067 | Shpg. wt., ea., 1 lb. 7 oz. | 55c | $1.07 |
| 72x84 In. 1⅜ Lbs. | 24 T 7077 | Shpg. wt., ea., 1 lb. 7 oz. | 65c | 1.27 |

*A "PAIR" is two full blankets woven in one continuous length.*



WAS $1.39 NOW $1.09 Each

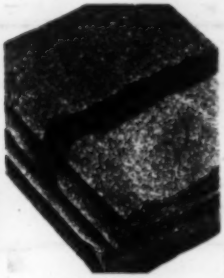
## 50% Wool! Only $1.09 For Rough Outdoor Use

**60x80 In. Wt., 2½ Lbs.**

A startling value in utility blankets. So low priced, you'll use them wherever a rough knock-about covering is needed. Made rough and tough for long wear under heavy outdoor conditions. Especially suitable for use in lumber camps, for teamsters, for outdoor camps or for covering your car. Dark color won't readily show soil or grease. Woven of dark reworked wool and cotton. Overlock stitched ends. COLOR: Gray with darker border. Shipping weight, each, 2 pounds 12 ounces.

**24 T 7320—Each.....$1.09**
**Two for.....2.12**

WAS $2.69 NOW $2.39 Each



## 90% Wool Bargain So Warm and Practical

**60x80 In. Wt., 3½ Lbs.**

No style here—but all kinds of warmth, wear and utility. We've slashed our price down to rock bottom to give you wool warmth at extra low price! Just the thing to use indoors and out. For "throw" blanket—for camping or for the car. The 60x80-inch "cot" size is ideal for the boys' room. Practical dark color that doesn't show dirt. Reworked scoured wool, with 10% cotton. Ends overlock stitched. COLOR: Gray with darker border. See other blankets on these pages for full bed sizes. Shipping weight, each, 3 pounds 12 ounces.

**24 T 7362—Each.....$2.39**
**Two for.....4.64**

HERE'S COMFORT FOR YOU AND

# Your Pocketbook

IN THESE DEEP PRICE CUTS

WAS $6.49

$5.49 EACH

70x80 In. Pairs
Were $6.85

Now $6.19 A Pair

## Striking Value in All Wool Pairs!

There's nothing like a PAIR of all wool blankets for warmth. The layer of air between two blankets, and the deeply napped surface "insulated with air cells," protect against the cold. Slumbersound standard quality all wool. Woven much larger and shrunk to size. Finished with wide rayon taffeta binding at ends. An outstanding example of Sears Super-value offerings!

COLORS: Rose, Blue, or Orchid plaids, each with White. Also Black and Red plaid. *State color.*

**70x80 In. Wt., Pr. 4¼ Lbs.**
Shipping weight, pair, 4 lbs. 11 oz.
24 T 7590—Pair.....$6.19

**72x84 In. Wt., Pr. 4¾ Lbs.**
Shipping weight, pair, 5 lbs. 3 oz.
24 T 7593—Pair.....$7.49

*A "PAIR" is two full blankets woven in one continuous length.*

## You'll Like This All Wool Bargain!

Sears Slumbersound standard quality all wool single blankets. Exceptional value at this low cost; combines all wool warmth and colorful beauty.

### Solid Colors

Rayon taffeta binding. COLORS: Rose, Blue, Green, Orchid or Spice Brown. *State color.*

**72x84 In. Wt., 3½ Lbs.**
Shipping weight, 3 lbs. 10 oz.
24 T 7578—Each $5.49

**70x80 In. Wt., 3 Lbs.**
Shipping weight, 3 lbs. 5 oz.
24 T 7576—Each $4.49

### Two-Tones

Two-tone rayon taffeta binding. COLORS: Combinations of Rose and Blue; Rose and Green; Green and Orchid; Green and Peach; or Spice Brown and Tan. *State color.*

**72x84 In. Wt., 3½ Lbs.**
Shipping weight, 3 lbs. 10 oz.
24 T 7577—Each.....$5.49

**70x80 In. Wt., 3 Lbs.**
Shipping weight, 3 lbs. 0 oz.
24 T 7575—Each.....$4.49

## All Wool Holland

Was $7.98

$6.79 Each

### Thrifty Price

**72x84-in. Wt., 4 Lbs.**

Famous Slumbersound quality! Famous long-napped blankets imported from Holland, and now offered at an amazing reduction in price. Lovely blended floral design is woven so that colors are reversed on opposite side. Single blanket, extra thick, and heavy, and of course extra warm, because the longer the nap, the better for warmth. Overlocked ends.

MULTI-COLORS: Green, Rose, Blue, Orchid or Orange. *State color.*
Shpg. wt. 4 lbs. 3 oz.
24 T 7581—Each.....$6.79

## Prices Cut! All Wools!

Was $7.98

$6.79 Each

### 4-Star Feature Blankets

**Big 72x84 In. Heavy Wt., 4 Lbs.**

All wool blankets guaranteed for 5 years against damage by moths. Outstanding 4-Star value because these all woods have 4 extra features usually found only in blankets selling at $9.50. They have the new Dutch finish, long shaggy nap which means extra warmth. They have luxurious beauty, gorgeous colors, and are finished with rich, wide rayon satin binding. They're made by the famous Esmond, makers of fine blankets. And all this fine quality and wool warmth now sharply reduced for this sale. Large double bed size single blankets in three styles. Shipping weight, each, 6 lbs. 4 oz.

### Two-Tones

Two-tone rayon satin binding. COLORS: Combinations of Green and Orchid; Brown and Tan; Rose and Green; or Blue and Rose. *State color combination.*
24 T 7516—Each.....$6.79

### Solid Colors

Wide rayon satin binding. COLORS: Green; White; Rose; Blue; or Orchid; also Maroon with White binding. *State color.*
24 T 7517—Each.....$6.79

### Sport King

Wool overlock stitched ends. COLORS: Ivory-White or Red with contrasting colored stripes. *State color.*
24 T 7519—Each.....$6.79

## Part Wools Reduced! Highland Thrift Quality

72x80 In. WERE ~~$1.95~~ Now **$1.69** A Pair

Fresh new 5% wool for warmth—balance all new cotton. Clear bright colors. Napped for warmth; ends bound with sateen. Year 'round weight. Order plenty—save NOW!

COLORS: Plaids of Rose, Blue, Orchid, Green or Peach, each with White. *State color.*

**Pairs of Blankets**

| Size, In. | Wt. Pr. | | A Pair | Two Pairs |
|---|---|---|---|---|
| 70x80 | 3 Lbs. | 24 T 7439 Shpg. wt., a pr., 5 lbs. 7 oz. | $1.69 | $3.27 |
| 72x84 | 3½ Lbs. | 24 T 7443 Shpg. wt., a pr., 7 lbs. 13 oz. | 2.29 | 4.43 |

**Single Blankets**

| Size, In. | Wt. Ea. | | Each | Two for |
|---|---|---|---|---|
| 70x80 | 1½ Lbs. | 24 T 7438 Shpg. wt., 1 lb. 12 oz. | 88c | $1.71 |
| 72x84 | 1¾ Lbs. | 24 T 7446 Shpg. wt., 1 lb. 15 oz. | $1.19 | 2.31 |

## Slumbersound Part Wools at Big Price Cuts

72x84 In. WERE ~~$2.79~~ Now **$2.49** A Pair

Clear bright colors—5% wool plaids. Made of finest imported cotton blended with clean wool. Special core-thread weaving. Have fluffy resilient nap. More wear; finer appearance. Lustrous sateen binding.

COLORS: Plaids of Blue, Peach, Mahogany, Green, Rose or Orchid, each with White. *State color.*

| Size, In. | Wt. Pr. | | Were | A Pair |
|---|---|---|---|---|
| 72x84 | 4 Lbs. | 24 T 7414 Shpg. wt., pr., 4 lbs. 10 oz. | $2.79 | $2.49 |
| 66x80 | 3 Lbs. | 24 T 7420 Shpg. wt., pr., 3 lbs. 6 oz. | 1.99 | 1.79 |
| 72x90 | 4½ Lbs. | 24 T 7423 Shpg. wt., pr., 4 lbs. 9 oz. | 2.99 | 2.69 |
| 80x90 | 5 Lbs. | 24 T 7418 Shpg. wt., pr., 5 lbs. 10 oz. | 3.69 | 3.29 |

BLANKETS ARE FEATURED IN

# Sears Super Value Sale

## Smashing Super Value! Cotton Blanket-Sheets

72x84 In. WAS ~~68c~~ Now **63c** Each

Downy cotton flannel. Grand winter or summer. White.

| Size, In. | Shell Stitched Ends | | Each | Two for |
|---|---|---|---|---|
| 70x84 | Standard Size | 24 T 7083 Shpg. wt., ea. 1 lb. 10 oz. | 63c | $1.23 |
| 70x90 | Popular Long Size | 24 T 7080 Shpg. wt., ea. 1 lb. 15 oz. | 72c | 1.40 |
| 70x99 | Extra Long Size | 24 T 7081 Shpg. wt., ea. 2 lbs. | 84c | 1.63 |
| 80x99 | Extra Wide and Long | 24 T 7082 Shpg. wt., ea. 2 lbs. 7 oz. | 94c | 1.83 |

## Heavy 90% Wool Bargain! Warmth at Extra Low Cost

WAS ~~$3.98~~ Now **$3.29** Each

**Double Bed Size, 70x80 In. Wt., 3½ Lbs.**

Stylized pencil block plaids! Warm, heavy wool blanket at an astoundingly low price. Here's a real value! Not a fancy blanket, because it's made of clean dark re-worked wool with cotton added for strength. But you can't beat it for service at this price. Ends bound with wide sateen in harmonizing colors.

COLORS: Blue, Green, Rust or Mahogany. *State color.* Shipping weight, each, 4 pounds.

24 T 7366—Each..$3.29 Two for..$6.39

November 1937

Dear Little Friend:

Well, well -- how are you this year? I'm feeling just fine because I've heard some wonderful news. And here it is:

Sears have promised to help me with my Christmas letters again this year. So you can write to me right here at Christmas Headquarters (that's Sears, of course). Soon as your letter reaches me, I'll send you my own special Christmas Greeting Card which I made up for my very best friends.

But first here's what you want to do:

Just get down the big Sears-Roebuck Catalog and look it over page by page. Look through this Christmas Book too. And every time you see something you really want for Christmas, take your pencil and draw a line slap-dab around it.

Then -- write down the things you want the very most on the blank lines on the other side of this sheet. Tear it off on the dotted line and give it to daddy or mother to send to me.

And -- next time mother or daddy sends an order to Sears, you just put the slip with your name and address right in the same envelope -- and then I'll be sure to send you your Christmas card right away.

Lovingly,

Santa Claus

Men's

Belt B

Ombre

ON TH

Dear Santa Claus:

I would like to have you send me your special Christmas Greeting Card.

My name is _____

I am _____ years old and my address is _____

_____

I'm trying to be very good and help daddy and mother because I know you like good children.

From Your Little Friend,

(signed) _____

---

If you have not already done so, be sure to look through the Big Sears Catalog and the Christmas Book. Then write down the things you want the very most in the space below and tear off on the dotted line. You can then show your list to daddy or mother and I know they'll be glad to see that it gets to me.

Santa Claus

_____

_____

_____

_____

_____

_____

## Men's Mufflers

Ⓚ *State color.* Shpg. wt., 10 oz. Each..... 79c
*Weighted Silk Crepe.*
COLORS: White, Navy Blue, Maroon, Gray or Tan.
33 V 9527—Plain Colors
33 V 9528—Paisleys.
*All Zephyr Wool*
COLORS: Blue, Gray, Maroon or Brown. Made in Poland.
33 V 9529—Plaid Patterns

## 5-Fold Neckties

Ⓚ Silk with Bemberg Wool lined. Boxed. Shpg. wt., 1 oz.
ASSORTED PATTERNS: (1) Figures. (2) Satin Brocades. (3) Satin Stripes.
COLORS: Navy Blue, Maroon, or Brown. PLAIN COLORS: (4) Navy, Maroon, Gray, Brown, Black, Green. *State pattern and color.*
33 V 8415—Each..... 85c

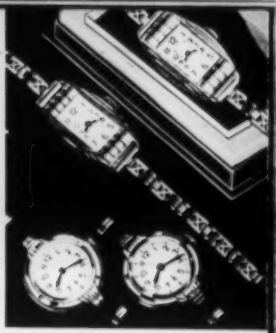
## Men's Flannel Robe

Ⓛ St. Moritz wool flannel. Double shawl collar. Set-in sleeves, 3 pockets. Flannel sash with rayon fringe. Double breasted. Gift box.
COLORS: Royal and Navy, Brown and Tan, or Maroon and Red. SIZES: 34 to 48-in. chest. *State size and color.*
Shpg. wt., 2 lbs. 9 oz.
33 V 7495—Each..... $5.75

## Men's and Boys' Watches

Seven Jewels—*$8.50 to $10.50 values!* You can't go wrong in picking one of these for "him"—they've got a dash of style—sturdy construction—and guaranteed Swiss movements for satisfaction! Embossed cases in chromium plate or 10-K yellow rolled gold plate. Perspiration-proof backs. Dials have black numerals and hands. In gift box. Shipping weight, 9 ounces.

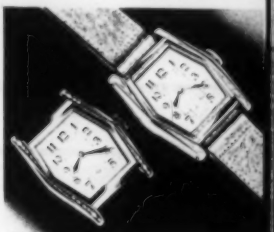
| Chromium Case | Yellow Gold Case |
|---|---|
| Black Leather Strap | Tan Pigskin Strap |
| 4 V 1275—$5.95 | 4 V 1276—$7.95 |



## Stylish Watches for Women

*Seven Jewels—$8.50 to $10.50 values!* Little "lovelies" that make stunning gifts. Popular rectangular style with matching link bracelet or modern round style with dainty black silk cord band. Fully guaranteed imported Swiss movements. Chromium or 10-K yellow rolled gold plate cases. With perspiration-proof backs. Dials have black numerals and hands. In gift box. Shipping weight, 9 ounces.

| Round Style | | Rectangular Style | |
|---|---|---|---|
| 4 V 383—Chromium, | $5.95 | 4 V 381—Chromium, | $5.95 |
| 4 V 384—Yellow Gold | 7.95 | 4 V 382—Yellow Gold | 7.95 |



## Belt Buckle Set

Ⓙ Here's one he'll appreciate! Giant Grip sterling silver buckle with initial handsomely hand engraved. Styles may vary. Black bridle cowhide belt. Gift box. A $2.00 value.
SIZES: 30 to 44. *State size and initial.* Shpg. wt., 11 oz.
4 V 5445—Set..... $1.00

## Spats for Style

Ⓝ COLORS: Dk. Oxford Gray, Gray and Tan. *State color.* MEN'S SIZES: 6, 7, 8, 9, 10. *Order same size as shoe.* Shpg. wt., 8 oz.
76 V 9002—Fine All Wool Felt..... 59c
76 V 9031—Wool Felt Leather Binding..... 79c

## Kidskin Leather Romeo

Ⓟ Steel arch support. Elastic side gore. Padded insole. Oak-tanned leather sole.
COLORS: Black or Brown.
MEN'S HALF SIZES: 6 to 10½; also 11 and 12. Wide width. *State size and color.* Shpg. wt., 1 lb. 10 oz.
67 V 3954—Pair..... $1.00

## Ombre Blankets

Ⓡ 72x84 in. Wt., 5 Lbs. Chinacotton; rayon taffeta binding. Shpg. wt., 5 lbs. 4 oz.
*Indian Design*
COLORS: Red, Blue or Green. *State color.*
24 V 7242—Ea..... $2.79
*Novelty Block Design.*
COLORS: Rose, Blue, Green, Orchid or Brown. *State color.*
24 V 7241—Each..... $2.79

## Women's O'Nite Case

Ⓢ A gift she'll really like! Grayish brown woven duck, maroon and gold stripes; Pyroxylin coated 3-ply veneer basswood box. Rayon lining. 3 body pockets. Cowhide bound edges, handle. Brass locks. 18, 21 or 24-inch sizes. *State size.* Two matching pieces in Sears Big Catalog.
Shpg. wt., 8 lbs.
6 V 9490..... $5.98

## New Valencia Ware

Ⓣ New Different—Delightful! 22 pcs. thick, heavy weight American semi-porcelain in new Spanish peasant colors. One each color, as shown, cups, saucers, cereal dishes, salad and dinner plates. Vegetable dish and round platter included. Set table with contrasting colors. Shipping weight, 16 lbs.
35 V 4321—22 Pcs..... $3.98

## Watch, Knife and Chain Set

*A $1.50 Value!* Popular 14-size nickel plated Ingraham pocket watch with 12-in. chain and enclosed chromium plated knife. Watch has reliable 30-hour movement, unbreakable crystal, and easy-to-read black numeral dial. In gift box. Shipping weight, 8 ounces.
4 V 1738—Complete Set..... $1.00

**ON THOUSANDS OF OTHER PRACTICAL GIFTS**

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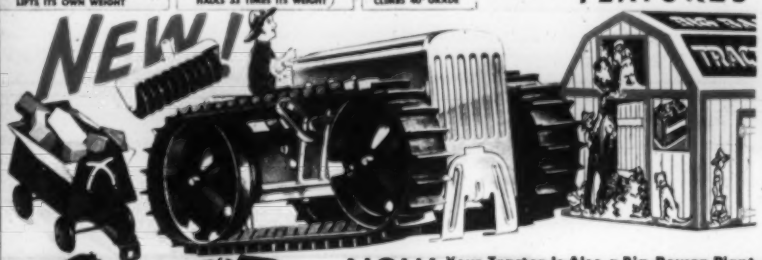
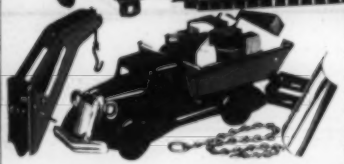
# ALL 4 STAR FEATURES



## NOW ... Your Tractor Is Also a Big Power Plant ... Over 32 Wonderful Play Pieces in All

- New Power House Tractor and Jack Block.
- New Colorful 13-Inch Hip Roof Barn.
- 18½-Inch Sturdy Steel Dump Truck.
- 8-Inch Steel Dump Gravel Trailer.
- 8-In. Steel Derrick.
- Bag of Wood Blocks.
- 36-In. Logging Chain.
- Disc Harrow, Road Scraper, Pulley Card.

*Regular $2.75 Value*

**$1.79**

Marx, aluminum-over-steel case, climbing tractor easily becomes a power plant like Dad's big tractor. Wind the powerful, speed controlled clockwork motor, detach rubber treads from front wheels, jack up with block, attach pulley cord to "power" wheel, release brake. With derrick attached it pulls and lifts heavy objects. Load up Dump Truck or Dump Gravel Trailer. Attach Disc Harrow or the Road Scraper. Tractor will run about 14 feet with one winding. Packed in sturdy box, easily set up as 13x11x10½-in. barn. Assorted color accessories.

**49 V 5870**—Over 32 Play Pieces. Shpg. wt., 6 lbs. **$1.79**

## New! 3-in-1 Play Table Set Regular $1.75 Value

**98¢**

- Pound-A-Peg Set.
- Hammer and Nail Set.
- Regular Play Table and Bench.

*Table alone sells for $1.00.* Youngsters quickly learn to create new designs either by pounding the 40 colored pegs into the holes of separate panel 11x6 in. or nailing down the 30 colored wood pieces on the sturdy built-in Masonite table top with metal frame and red wooden legs. 18 in. long, 12 in. wide, 18½ in. high. Red wood bench, 12x5x9½ in. high. Wood mallet, nails, design sheets included. Shipping weight, 7 pounds.

**79 V 3694**.....98¢

## First Under $1.59 to Sleep and Wet

**69¢**

- This famous "Bestlette" also cries, drinks her bottle, wets and after her change goes to sleep. Made by American Character Doll Co. Velvety, pink, soft, flesh-like rubber. Rust-resisting eyes and voice. Layer-a bath. Moving head, inside jointed, arms and legs. 19½ in. tall. Diaper, nursery bottle included. Shipping weight, 1 pound 6 ounces.

**49 V 2928**.....69¢

## New! 63-Pc. 7-Room, 29½-In. Colonial Type House ... Built to Sell for $1.25

**69¢**

First time, a 29½-inch doll house of heavy wood pulp board (far stronger and more rigid than cardboard), for less than $1.50. New lock and tuck feature, which makes it easy to assemble. No cutting, pasting, nails or screws needed. The house little girls have dreamed about. 29½x16x16 in. with the quaintest front entrance, and front porch off the sun parlor (both with doors), and office-kitchen at other end—an entirely new design. Tile effect roof. Stone trim. Attractive green shutters and flower pots printed on windows. Stairway and fireplace. Rugs in every room, just like home. 7 rooms completely furnished with bright color furniture, 4-pc. living room suite, settee, 3½ in. long, 6-pc. dining room, 6-pc. kitchen, 2, 5-pc. bedrooms, 4-pc. sun parlor, 4-pc. bathroom, 28 other pieces, lamp, pictures, shrubs, etc.

**49 V 2130**—Shipping weight, 5 pounds 12 ounces.....69¢

| | |
|---|---|
| ABC Blocks . . . . . 22 | Christmas Stockings 18, 105 |
| Animals . . . . . 22-27 | Dishes . . . . . 17, 18 |
| Balls . . . . . 25 | Dolls . . . . . 4, 6-13 |
| Balloons . . . . . 25 | Doll Beds . . . . . 15 |
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**AND HERE, THINGS THE ENTIRE FAMILY CAN ENJOY ALL YEAR 'ROUND**


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# SEARS NEW, LOW EASY PAYMENT TERMS

**At Sears the Easy Payment Carrying Charge Is Figured on the Unpaid Balance Only**

People with regular income will find it easier than ever to buy on Sears Easy Payment Terms. At Sears the larger the deposit you send with your order the less you pay in carrying charges and the more you save. You pay no carrying charge on the amount you send with your order; it is deducted *first* and the charge for credit is based on the UNPAID BALANCE ONLY!

From this Christmas Book, you can buy Bicycles, Radios, Vacuum Cleaners, Watches, Diamond Rings, Silverware, Movie Cameras, Typewriters, and Musical Instruments on our Easy Payment Plan. See Page 1A of Our Big General Catalog for complete list of everything you can buy on Sears Easy Terms.

**How to Order on Sears New Easy Terms**

Select any of the merchandise listed on Page 1A of Our Big General Catalog, as many different items as you wish, from this Christmas Book, or any other current Sears Catalog. The cash prices of your selections must total $20.00 or more. Add up the cash prices, deduct the amount you send as a deposit, then find the carrying charge and the amount of monthly payments in the Payment Table below. Refer to Deposit Table for least amount to send with your order. Of course, the more you send with your order, the less carrying charge you pay.

Write your order (it must total $20.00 or more) on the Easy Payment Order Blank bound in this catalog, answer the simple questions asked there, enclose it with your deposit, and mail it to us. Just as soon as your credit has been established your order will be shipped. You then pay the small amount monthly and almost before you realize it your account will be all paid.

**Figure Your Credit Terms This Easy Way**

**DEPOSIT TABLE**

*Shows least amount to send with order*

| If Cash Price of Your Order Amounts to: | All You Need to Send With Order Is * |
|---|---|
| $20.00 to $30.00 | $3.00 |
| 30.01 to 40.00 | 4.00 |
| 40.01 to 60.00 | 5.00 |
| 60.01 to 70.00 | 6.00 |
| 70.01 to 80.00 | 7.00 |
| 80.01 to 90.00 | 8.00 |
| 90.01 to 100.00 | 9.00 |
| 100.01 to 125.00 | 10.00 |
| 125.01 to 150.00 | 12.50 |
| 150.01 to 175.00 | 15.00 |
| 175.01 to 200.00 | 17.50 |

**PAYMENT TABLE**

*Shows carrying charge and monthly payment*

| If Cash Price Less Deposit (Unpaid Balance) Amounts to | We Will Add for Easy Pay'ts | Amount Payable Monthly |
|---|---|---|
| UP to $15.00 | $1.50 | $3.00 |
| $15.01 to 20.00 | 2.00 | 4.00 |
| 20.01 to 25.00 | 2.50 | 4.00 |
| 25.01 to 30.00 | 3.00 | 5.00 |
| 30.01 to 35.00 | 3.50 | 5.00 |
| 35.01 to 40.00 | 4.00 | 5.00 |
| 40.01 to 50.00 | 4.50 | 5.00 |
| 50.01 to 60.00 | 5.50 | 6.00 |
| 60.01 to 70.00 | 6.50 | 7.00 |
| 70.01 to 80.00 | 7.50 | 7.00 |
| 80.01 to 90.00 | 8.50 | 8.00 |
| 90.01 to 100.00 | 9.50 | 9.00 |
| 100.01 to 110.00 | 10.00 | 9.00 |
| 110.01 to 120.00 | 11.00 | 10.00 |
| 120.01 to 130.00 | 12.00 | 10.00 |
| 130.01 to 140.00 | 13.00 | 11.00 |
| 140.01 to 150.00 | 14.00 | 11.00 |
| 150.01 to 160.00 | 15.00 | 11.00 |
| 160.01 to 170.00 | 16.00 | 12.00 |
| 170.01 to 180.00 | 17.00 | 12.00 |
| 180.01 to 190.00 | 18.00 | 13.00 |

* This column shows the smallest amount we can accept with your order. However, since the carrying charge and payments (see PAYMENT TABLE at right) are figured on the *balance after subtracting deposit*, it is to your advantage to send as large a deposit with your order as you conveniently can.

**WRITE FOR TERMS ON PURCHASES OVER $200.00**

# AMAZING NEW Botteltot

## NOW CRIES, DRINKS WETS AND SLEEPS

MADE BY AMERICAN CHARACTER DOLL CO., INC.

$1.89 10½-In. Botteltot In 17-Piece Kit

### Has Features of Dolls Selling for 25% More

Last year she cried, drank her bottle and wet her diaper, **but now she does all that and goes to sleep, too—and she costs no more! These new features will further endear her to the little girls of America.** In fact her chubby, velvety, flesh-like pink, true-flesh rubber body and dainty head are **so human looking and her actions are so natural, so much like a real baby,** that you will almost think that you have a real "new-comer" in your home.

**She'll Be 1937's Most Adored Rubber Baby**

**And how she loves a bath! Water won't hurt her—won't spoil her pretty wistful sleeping eyes or crying voice—because they're rust-resisting.** Put her into the tub—scrub her with soap and water—powder her with talcum to keep her dainty and sweet. She turns and moves her pretty inside jointed head, arms and legs. Botteltot has a **PROTECTING TUBE** preventing water from leaking out through arms, legs, or mouth. **She is heavy molded rubber—always more uniform in thickness than cheaper, thinner, blown rubber dolls usually offered.**

**New 10½-Inch Botteltot in 17-Piece "O'Nite" Travel Kit**

Deep hemmed, white, lace trimmed organdy dress; white lace trimmed organdy bonnet; slip, 2 extra diapers, 4 safety pins, 4 wool rubberpants, rubber sheet, sponge, soap, wash cloth, nursing bottle, nipple. New style, nickel trimmed, cardboard 'O'Nite' Travel Kit, 10¾x10¾x4 in. Snap lock.

**49V3510**—Shpg. wt., 2 lbs. 8 oz. **$1.89**

**New 10½-Inch Botteltot with 10-Pc. Layette—$1.40 Value**

**49V3524**—Shpg. wt., 2 lbs. **89c**

**New 14½-Inch Botteltot in 23-Piece "O'Nite" Travel Kit**

All of the dainty little pieces mentioned at left with 49V3510, plus extra graduated nursing bottle complete with nipple; extra diaper, warming bag, and booties. Packed in smart new style, nickel trimmed, attractive, cardboard 'O'Nite' Travel Kit, measuring 14¾x14¾x4½ inch. Snap lock.

**49V3511**—Shpg. wt., 4 lbs. 9 oz. **$3.98**

**New 14½-Inch Botteltot with Bottle, Nipple and Diaper**

**49V2929**—Shpg. wt., 2 lbs. 8 oz. **$1.98**

OTHER FINE DOLLS IN SEARS BIG CATALOG

## Again Sears Offer the Only Doll of Her Kind in the World

**She does everything every other doll does—then smiles, pouts, and puckers, too.** No wonder she became one of the most popular dolls overnight. Just imagine, she cries softly for her bottle, happily drinks it—then wets her diaper—and after her change closes her dreamy, glass-like eyes in restful sleep. Just turn her head and watch her **pout impishly, smile cheerfully, or pucker her lips teasingly.** She's velvety soft, flesh-like and chubby—with complexion and body that has the feel of a real baby's rose petal skin. Made by the American Character Doll Co., Inc.

**$2.98** 10½-in. 20-Piece Kit

### 10½-in. Marvel-Tot, 20-Pc. Kit

Mercerized cotton shirt, diaper. White organdy, lacy dress, ribbon tied bonnet to match. Slip, 2 extra diapers, safety pins, clothespins, sponge, rubber sheet, soap, wash cloth, booties, nursing bottle, nipple. Nickel trimmed, cardboard, O'Nite Travel Kit, 10¾x10¾x4½-in., snap lock.

**49 V 3501**—Shipping weight, 2 lbs. 10 oz. ..... **$2.98**

### 12½-in. Marvel-Tot, 24-Pc. Kit

Think of it! All of 49 V 3501 contents plus extra graduated nursing bottle, nipple, diaper, warming bag in new nickel trimmed, cardboard, O'Nite Travel Kit, 12¾x12¾x4½ in., with snap lock.

**49 V 3502**—Shpg wt. 3 lbs. 10 oz. **$4.98**

### Marvel-Tot Doll Only

Attractively dressed in mercerized cotton shirt and diaper. Complete with bottle and nipple.

| 10½-Inch Size | 12½-Inch Size |
|---|---|
| Shpg wt. 1 lb. 8 oz. | Shpg. wt. 2 lbs. |
| 49V2931 **$1.98** | 49V2934 **$2.98** |

NEW Betsy wetsy
NO FINER RUBBER
BABIES AT ANY PRICE
SHE DRINKS
SHE WETS
SHE SLEEPS
Arms, legs and head held by strong rubber instead of metal springs that rust.

**$4.98** 12½ Inch

### She's Rubber and Loves a Bath

Her beautiful head, unbreakable Identite (hard rubber), has pretty moulded hair. Sleeping eyes, real lashes. Lacy dress, bonnet, slip, Socks, booties, 3 diapers, shirt, bottle, nipple, safety pins, clothes pins, powder puff, sponge, washcloth, soap.

**12½-Inch Bent Leg Doll With 21-Piece Layette**
In wood frame, 3-drawer chest, 13⅝x8⅝x9⅝ in. **$4.98**
**49 V 3520**—Shpg. wt., 6 lbs. 3 oz.

**14½-Inch Bent Leg Doll With 21-Piece Layette**
In hinged cover, "Airplane" O'Nite Kit. Can of talcum and baby bunting. Striped case, 16½x10¾x5¾ in. **$4.98**
**49 V 3519**—Shpg. wt., 9 lbs. 8 oz.

**12-Inch Straight Leg Doll With 21-Piece Layette**
Hinged cover, "Airplane" O'Nite Kit. Striped case, with travel labels, lock. 14½x11½x3¾ in. Shpg. wt., 3 lbs.
**49 V 3518**.....**$2.98**

# The Season's Smartest

## "I Cry" Stylish "Fur Coat" "I Sleep" Doll-Cute "Scotty"

at Over ½ Savings

**$1.49** 15-Inch

"Fur ensembles are the thing," say stylists. And don't you think this proud little lady doesn't know it! Isn't she smart? **With her stylish, snug fitting, "Persian Lamb" effect cotton plush ensemble and her pert little "Scotty," Cossack style coat, hat, muff, and dog of same material. Human hair ringlets** in profusion are sewed firmly to a cloth foundation. She looks out at you with go-to-sleep eyes, swept by long lashes as her mouth smiles just enough to show pearly teeth and little pink tongue. Some times she cries. Head, arms and legs are composition—body stuffed with soft cotton. Arms are inside jointed the better way. She also wears the prettiest printed dress—undies, socks and shoes.

**The matching "Scotty" (worth 50c)** looks keenly ahead out of glass-like eyes—with his silky nose and mouth, realistically alert. He is held under control by a **red patent leather leash.** Three snappy ensemble sizes with matching **"Scottie."**

| Cat. No. | Size | Shpg. Wt. | Price |
|---|---|---|---|
| 49 V 3063 | 15-inch | 1 lb. | $1.49 |
| 49 V 3064 | 17-inch | 1 lb. 12 oz. | 1.98 |
| 49 V 3065 | 19-inch | 2 lbs. 4 oz. | 2.98 |

"I Cry" "I Stand Alone"

### In the Snow . . . She Will Go!

"Whee! Isn't it fun? I don't feel cold a bit in my new ski suit!" Little wonder, young lady, for your zipper blouse, ski pants and cap are made of **warm, snug narrow wale corduroy.** From top to toe, a lady of fashion! Socks and shoes, too. Full composition body with head that tilts and turns, **real sleeping eyes, long real lashes,** open mouth, tiny tongue and teeth.

**98c** 12½-Inch

| 12½-Inch Size | 16-Inch Size |
|---|---|
| Shpg. wt., 1 lb. 8 oz. | Shpg. wt., 2 lbs. |
| 49V3256 ... 98c | 49V3257 ... $1.98 |

"I Sleep"

### VERY SPECIAL!!

### "My Dolly" With Beautiful Layette as Shown

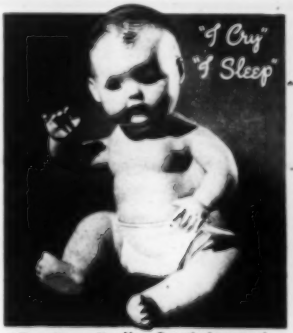
*Half the Usual Price of Doll Alone*

**$1.49** Complete

Meet this 14-inch "My Dolly", cuddlesome creation of Miller Rubber Co. who treat their fine rubber dolls with a **"Rub-X" finish** that leaves the **"skin" smooth** and seals the "pores" against dirt. If she should fall out of your arms right on her **"Millite"** (hard rubber) **head,** don't worry—**it's hard to break.** And how she loves a bath! **Bathe her** often—even covering her head with water. Pretty lustrous sleeping eyes are bright and sparkling, with long lashes.

She is accompanied by **the nicest layette,** consisting of lace trimmed, pleated organdy dress; lace trimmed, silk ribbon tied organdy bonnet. Slip, booties, diaper and safety pins. Shipping weight, 3 pounds 3 ounces.

**49 V 2916** ..... **$1.49**



"I Cry" "I Sleep"

### "Toodlums" Now Greatly Improved . . . But Costs No More

*Exceptional Value . . . Usually Sells for $1.50*

**98c**

Unbreakable all rubber "Toodlums" **NOW cries as well as sleeps;** rubber costs more, yet you can still buy her for last year's price. Pay no more than you would for dolls with rubber bodies, composition heads and **no voices;** or for breakable all composition dolls. "Toodlums" is such a soft, huggable little tyke . . . pink, flesh-like rubber. Inside jointed legs, arms. Rust-resisting eyes.

**49 V 2915**—12½ **In. Tall.** Shpg. wt., 1 lb. 11 oz. **98c**

# America's No. 1 DOLL VALUES

EASILY WORTH $1.50 TO $2.00

Your Choice

95¢

## Big, Yet Beautiful . . . Prettily Dressed, Too

You'll rub your eyes when you read the price tag—you'll say it can't be true. **But it is!** Only by ordering carloads early in the year, when prices were lower, could we get such utterly lovely, extra large dolls to sell for less than **$1.00**. We'll leave it to your good judgment! Where else could you duplicate these amazing quality features?

1. **Beautiful—unbelievably big, sleeping dolls, of fine quality materials.**
2. **More correctly proportioned than the usual low priced dolls even though larger, because better parts are used.**
3. **Big, wistful, sleeping eyes. Long lustrous lashes. (49V3018 has no lashes.)**
4. **Soft crying voices. (49V3017 has no voice.) Rosebud mouth; tongue, pearly teeth.**
5. **New, full cut dresses, smartly styled by our famous stylist, Anne Williams.**
6. **Jaunty bonnets and undies in matching colors—very attractive.**
7. **Sprayed, waterproofed, pink tinted enameled composition head, arms, legs.**
8. **Prettier and better features—more life-like faces than found in most dolls selling for $1.50 to $2.00.**

### *"I'm So Proud of My 'Furry' Outfit!"*

(A) First time a 17-in. composition doll with "furry" plush ensemble, all these features has been sold for so low a price. Pretty white suit, cotton plush, Cossack style hat, coat cuff. Organdy frock. Undies, cotton socks, imitation leather shoes. Dainty mouth, teeth, tongue. Sleeping eyes, long lashes. Turning, tilting head. Long slim legs, inside jointed arms. Ship. wt. 1 lb. 10 oz.

49 V 3017 ..... 95c

### *"Mama Says I'm Very Big for My Age"*

(B) We'll say she's the biggest value in the doll line. 20 in. tall and pretty, too! Modeled curly hair is painted to look real. She has go-to-sleep eyes. Chubby arms and legs are curved and dimpled and inside jointed (the better way). Dainty lace trimmed organdy dress. Silk ribbon tied bonnet. Slip, rubber pants, white socks, shoes. Shipping weight, 2 pounds 4 ounces.

49 V 3114 ..... 95c

### *"Big, Why I'm 19 Inches Tall!"*

(C) Such quality, daintiness, beauty! She's hard to match at $1.50 or even $2.00. Beautiful long curl mohair wig (sewed on, not pasted). Go-to-sleep eyes. Cry voice. Dainty printed ruffled organdy dress. Double ruffle organdy bonnet, ribbon tied. White undies, socks and shoes. Her long graceful legs and inside jointed arms are composition. Shipping weight, 2 lbs.

49 V 3016 ..... 95c

## Dainty All-Composition Dolls

**Real bargains!** Hard-to-break composition turning, tilting heads, inside jointed arms and legs, sprayed enamel finish with winsome expressions in painted eyes. Shipping weight, each, 12 ounces.

**9½-in. Baby Doll** Adorable. Printed, dotted, lacy organdy dress; bonnet, diaper, socks. 49 V 3446 **25c**

**9½-in. Topsy Doll** Brown color. Three cute pigtails; ribbon bow ties, colorful garments. 49 V 3445 **25c**

**11½-in. Girl** Stands alone. Cute, lacy, print dress, hair bow, socks, shoes. 49 V 3444 **25c**

## Two Exceptionally Attractive Values

*In Spite of Increasing Prices We Again Bring You Money-Saving Values*

**New 14½-In. Composition Sleeping Girl**

**Stands alone.** Hard-to-break composition. Moving eyes. Cute turning, tilting head. Full length, inside jointed arms; inside jointed legs. Dainty, floral swiss, dotted, braid trimmed organdy dress, organdy bow on dark sprayed hair. Undies, cotton socks and shoes. Shipping weight, 1 pound 4 ounces. 49 V 3460 **49c**

**14-In. Crying, Sleeping Baby**

Cotton stuffed body. Composition, inside washer jointed arms composition head and legs. Deep hemmed, pleated, lace trimmed organdy dress, ribbon tied organdy bonnet. Undies, cotton socks, shoes. Shipping weight, 1 pound 8 ounces. 49 V 3463 **49c**

## For Tiny Tots

Just right for baby's first doll! Because they are soft and cuddly Baby can sleep with them. **98c** Each

**"Little Boy Blue" Doll**

**13-inch rayon plush, kapok stuffed.** This doll almost brings to life the "Little Boy Blue" of nursery Rhyme fame. Soft, fluffy with **pretty, sanitary, painted face.** Shpg. wt., 5 oz. 49 V 3107 **98c**

**18-Inch Cloth Doll**

**Sanitary, rubberized, easy-to-wash pretty painted face.** So big, she's a regular playmate. Body is soft and covered with bright colorful "Peppered" print material. Shipping weight, 14 oz. 49 V 3106 **98c**

**Regular $3.00 Value!**

*27 Inches Tall*

**$1.98**

**● All composition... 27 inches tall. Big, lovely, standing, well dressed, all hard-to-break composition doll at a new low price.**

So daintily dressed she's hard to resist. Organdy dress with organdy pointed collar, elastic puffed sleeves, matching bonnet. Undies. Cotton socks; tied imitation leather, buckle shoes. Inside jointed, turning tilting head. Wistful, sleeping eyes, long lashes. Dainty rosebud mouth, pearly teeth, little pink tongue. Mohair wig. (Cannot be combed or brushed.) Inside jointed composition arms (the better kind). Full length inside jointed composition slim legs. Shipping weight, 5 pounds. 79 V 3330 **$1.98**

**Special 22-Piece Layette for Dolly 98c**

Lace trimmed organdy dress. Ribbon tied bonnet. Cap, slip, coat, rubber panties, stomach band, bound diaper, safety pins, socks, bootees, blanket, washcloth, towel, sponge, soap, nursing bottle, bib, pillow, pillow cover, powder and sheet. Surprisingly low priced! Fits 10½ to 19½-In. Dolls. State Height. Shipping weight, 1 pound. 49 V 3544 **98c**

**9-Piece Layette for Baby Dolls 39c And Up**

**A quality outfit** for rubber or composition baby dolls. Consists of lace trimmed organdy dress, lacy bonnet, lacy slip. Canton flannel coat. Canton flannel diaper, all edges finished. Stomach band, socks, bootees, safety pins. Shipping weight, 11 ounces.

**Fits Dolls.**

49 V 3538—10½ to 11½-in. **39c**
49 V 3540—12 to 14½ in. **49c**

**3 Pretty Dresses Special for 89c And Up**

Three extra dresses for Dolly's wardrobe. Pretty printed morning dress "**for play.**" Dainty, lawn afternoon dress for "dress-up." Crisp organdy evening dress for that "important party." Shpg wt. 5 oz.

**Fits Dolls**

49 V 3512—14 to 16½ in. **80, 89**
49 V 3513—17 to 19½ in. **.98**
49 V 3514—20 to 23½ in. **1.09**
49 V 3515—24 to 26 in. **1.19**

**2-Pc. Sweater Sets 2-Tone Knit Wool 49c And Up**

Your Dolly needs this stunning two-piece outfit when you take her "bye-bye." Blue sweater with white rolled collar, yarn ornament and knitted beret with yarn pompon to match. Shpg. wt., 6 oz.

**Fits Dolls**

49 V 3504—13 to 14½ in. **49c**
49 V 3507—15 to 17½ in. **89c**
49 V 3508—18 to 19 in. **99c**
49 V 3509—20 to 22½ in. **79c**

# We'll tell the World --- She's a Bargain

## 26 INCHES OF REAL BEAUTY!

**"Only $3 to $3.50 babies have such de luxe features!**

**$1.98**

Go ahead—shake your head! We don't blame you one bit for wondering how such a breath-taking, human-looking, exquisitely dressed baby doll can be sold for so little money. We've never seen its equal. **She's not just one of the usual "25 or 26-in." or "Big as a 6-month old baby" dolls with extra long, out of proportion bodies and too small head, arms and legs. She really is 26 inches tall and properly proportioned.** She has **big appealing sleeping eyes with long, real lashes, and can cry.** Her "skin"—is double sprayed and **expertly flush tinted** to give it that beautiful human finish.

The perfect baby face has mouth open just enough to show tiny pearly teeth that glisten, and a little pink tongue. She can turn her pretty **baby size head,** hold up her **full length arms,** for they are **inside jointed (the better way),** sit up straight, or lie down. So soft and cuddly that you'd just love to hold her tight and feel her big arms cling to you—just like a real baby. She's dressed in a lovely **full cut, ruffled organdy dress,** trimmed with finest quality lace, with **lace trimmed bonnet** to match, combination undies, rubber panties, socks and booties. Shipping weight, 5 pounds.

**79 V 3150** ..... **$1.98**

### Beautiful Baby in Real Blanket Coat

Up to now a 24-inch baby of this type and quality sold for $3.00 to $3.50. **Now you save about half at Sears!** Bonnet with ruching insert, ribbon ties, and ruffle trimming complete this beautiful ensemble. Lace trimmed organdy dress. Nainsook undies, rubber panties, white cotton socks and tied moccasins. Soft cotton stuffed body, **hard-to-break composition turning head,** tied legs, and arms. Big, **lustrous, sleeping eyes with real lashes,** open rose-bud mouth, tiny tongue and pearly teeth.

**$1.98** 24-In.

**24-Inch Size—Blanket Cloth Coat and Bonnet**
Shipping weight, 3 lbs. 9 oz.
**49 V 3147** ..... **$1.98**

**16-Inch Baby, Pique Coat and Bonnet, Otherwise as above**
Shipping weight, 1 lb. 9 oz.
**49 V 3144** ..... **98c**

### Beautiful De Luxe Baby Dolls

Here's loveliness de luxe for those who prefer quality to size. Exquisitely molded head, arms, and legs "rose petal" pink, double sprayed, hard-to-break composition—highly tinted. So real, so cuddly! **Head tilts saucily. Big appealing, glass-like eyes go to sleep—long lashes, rosebud mouth, teeth and tongue. Full length inside jointed arms (the better kind) inside tied legs.** Ruffly, celanese ensemble—lace trimmed collar; poke style bonnet, silk streamers; undies, rubber panties, rayon socks, imitation leather booties.

**$1.49** 16-In.

**16-Inch Size**
Shipping wt., 2 lbs.
**49 V 3141** ..... **$1.49**

**20-Inch Size**
Shipping wt., 3 lbs.
**49 V 3142** ..... **$1.98**

**26-Inch Size**
Shipping wt., 5 lbs.
**49 V 3181** ..... **$2.98**

## NEW! Alexander Sensation

The lovable imp of the movies—**created into a laughing, adorable human looking doll.** Head turns and tilts. Soft combination "brown ringlets and bangs," mohair wig. Go-to-sleep eyes. Curly lashes. Teeth and tiny tongue. (49 V 3350 has closed mouth, no teeth or tongue.) De Laxe composition inside jointed arms, long slim legs. Lace trimmed dress, cute hat with saucy, turned up brim, lace undies, rayon socks, snap buckle shoes . . . the prettiest doll of the year. **"Gold plated" name pin and Jane Withers photo included.**

**$2.25** 13½-in.

| 13½-in. | 15-in. | 17-in. | 20-in. |
|---|---|---|---|
| 49 V 3350 | 49 V 3351 | 49 V 3352 | 49 V 3353 |
| Shpg. wt., 1 lb. 4 oz. | Shpg. wt., 1 lb. 12 oz. | Shpg. wt., 2 lbs. | Shpg. wt., 2 lbs. 8 oz. |
| $2.25 | $2.69 | $3.59 | $4.59 |

## New Dionne Quints NOW WITH VOICES

Every little girl has wanted a Dionne quint **that could say "Mamma" as well as sleep.** Here it is, larger, more real, more charming than ever, and they stand up like they did last year, too. Go-to-sleep eyes, curly dark brown hair, tied with silk ribbon rosette and bandeau. Soft cuties' stuffed babies—made of hard-to-break composition. Pink tinted head, arms, and legs. Mama voice. ('49 V 3070 has crying voice.) Organdy bags, front shirred, trimmed dress, organdy undies, two-tone rayon socks, snap buckle shoes. **"Gold plated" name pin, Quint booklet incl. Order by name,** Yvonne, Marie, Cecile, Emilie, Annette.

**$2.98** 13-in.

| 11-Inch Quint | 17-Inch Quint | 20-Inch Quint |
|---|---|---|
| Shpg. wt., 1 lb. 12 oz. | Shpg. wt., 2 lbs. 4 oz. | Shipping wt., 3 lbs. |
| 49 V 3070 | 49 V 3071 | 49 V 3072 |
| Each $2.98 | Each $3.98 | Each $4.98 |

*For Shirley Temple Dolls, See Sears Big Catalog*

### Not Only Long Lasting, but Beautiful

She's hard rubber (Paratex) which won't chip, crack or peel, is not affected by water. Made by American Character Doll Co., Inc. Sleeping eyes—long lashes, turning tilting head, inside jointed arms and legs. Stands alone. Human hair wig, sewed on cloth foundation, tied with silk ribbon bows. Celanese dress, wide ruffles, ribbon rosette, lace trimmed undies, socks, snap buckles shoes.

**49 V 2888—15-Inch Size.** Shpg. wt., 1 lb. 8 oz. **$2.98**

**$2.98** 15-in.

**19-Inch Size**
Shpg. wt., 3 lbs.
49 V 2881 **$4.98**

### Our Darling "Pig Tails"

**Fine imported human hair ringlet wig.** Glass-like, sleeping eyes, long lashes, cry voice. Full length, slim legs and inside jointed arms, of composition. Rich celanese dress, close fitting black velvet bodice. Edged collar, elastic puffed sleeves. Complete with cute undies, lace slip, rayon socks and shoes.

**$2.98** 18-in.

| 16-Inch Size | 24-Inch Size |
|---|---|
| Shpg. wt., 2 lbs. | Shpg. wt., 4 lbs. |
| 49 V 3038 $2.98 | 49 V 3049 $4.98 |

### Greatly Improved for 1937

Grasp around waist from back, she steps along, head turning automatically. **Human hair wig with 6 long curls.** Big wistful, glass like eyes, that sleep—long lashes. Hard to break composition legs, inside jointed arms. She sits or stands. Lustrous, celanese taffeta pleated dress, lacy undies. Socks, shoes.

**$2.98** 18-in.

| 16-Inch Size | 20-Inch Size |
|---|---|
| Shpg. wt., 1 lb. 8 oz. | Shpg. wt., 2 lbs. 8 oz. |
| 49 V 3396 $2.98 | 49 V 3398 $4.98 |

"This 'Round the Clock'

## FOUR-COSTUME OUTFIT

**Will Be Tops for 1937, Why the Doll Alone Is Worth $2"—Anne Williams**

**8 P.M. to 8 A.M.**
Cozy and warm. She'll love these soft cotton flannel pajamas, so smart looking and snug on cold winter nights.

**8 A.M. to 12 Noon**
Print, school or morning dress with ruffle, lace trimmed around bottom. Peter Pan collar. White undies, cotton socks, shoes.

**12 Noon to 4 P.M.**
For strolling or shopping. Stylish printed pique coat, smart tam to match! She'll be the bit of the avenue!

**4 P.M. to 8 P.M.**
Crisp, organdy party dress. Contrasting ruffle and trim, silk ribbon tied organdy bonnet. The sweetest outfit of all.

**Beautiful, 21-Inch Doll and 4 Stunning Outfits Described Above**

Soft human hair curls. Pretty wistful sleeping eyes, long curly lashes, dainty rosebud mouth, white pearly teeth, and little pink tongue. Finest full length composition legs. Inside washer, jointed full length arms (the better kind), double sprayed, pastel pink tinted composition.

**49 V 3069**—Doll and 4-Costume Outfit. Shpg. wt., 2 lbs. 8 oz. ..... **$1.98**

## More Real Hair Dolls in Sears Big Catalog

### 22-Inches—Real Hair Curls

Others ask up to $3.50. Smartly styled with removable, floral organdy coat and hat. Adorable dream-like outfit: coat, hat, dress and undies. Extra long real human hair curls on full foundation sewed wig. Finest, double sprayed, pastel tinted, jointed composition head, arms, legs. Soft cotton stuffed body. Expressive, big glass-like sleeping eyes, long curly lashes. Rayon socks, buckle leather shoes.

**49 V 3054**—Shpg. wt., 3 lbs. ..... **$1.98**

### 25-In. Vision in Organdy

Regularly $3.50 for this quality. Unusual, not only because she's big, but she's also dressed in the loveliest print organdy dress with jaunty hat to match. Six long human hair curls, fall over her pretty shoulders. Big wistful sleeping eyes, real lashes—Hard to break composition head, arms and legs with soft, cuddly, stuffed body. Combination undies, socks and white buckle shoes.

**79 V 3053**—Shpg. wt., 4 lbs. ..... **$1.98**

### Big and Sweet as She Can Be

No wonder others ask as much as $4.98. Eight long human hair curls. Wistful, go-to-sleep, glass-like eyes. Long lashes. Cute, shirred ruffled organdy party dress, silk ribbon tied poke style bonnet, combination undies, two-tone rayon socks and snap buckle shoes. Extra fine quality, double sprayed, pastel pink composition head and arms inside jointed (the better way). Soft, cotton stuffed body. Shipping weight, 5 lbs.

**79 V 3055** **$2.98**

# SAVE!

## 1937's SMARTEST DOLL BUGGIES

### New Half-Oval Fiber

*$7 Value*—For dolls up to 25 in. tall.

**$4.98**

Roomy, 21½x18¼-in. body with woven-in design has built-in pockets for doll's toys, bottle, etc. Reclining back. Hood has new military roll front, tear drop windows. Strong undergear. 8-in. wire wheels, ½-in. rubber tires. Hand brake. Full length handle 26-in. from floor. Height to top of hood, 30¾ in. **Mailable.** Shpg. wt., 14 lbs.

79 V 8117—Striking two-tone tan enamel..... **$4.98**

79 V 8118—Pretty two-tone light green enamel.. **4.98**

### Christmas Special—$4.00 Value

*Extra Large... Big Enough for 22-Inch Dolls*

**$2.89**

New, narrow, closely woven round edge fiber. Full length handle. Larger than most $4.00 buggies! 26½ in. to top of hood, 25 in. long over all. Body size, 18½x9 in. Reclining back. Adjustable hood has latest military roll front and new tear drop windows. Handle 24 in. from floor. Body, hood and under gear light green enameled. 7-in. rubber tired, strong wire wheels. **Mailable.**

79 V 8115—Shipping weight, 9 pounds..... **$2.89**

## TWO BIG BARGAINS FOR CHRISTMAS

### $2.50 Value at Reduced Price

Holds up to 18-in. dolls. 23 in. to top of hood. Tan enameled body and hood. Narrow fiber, bound edges. 6-in., rubber tired wheels. Body, 16x8 in., wood bottom, back. Pusher, 23½ in. from floor. **Mailable.**

79 V 8114—Shpg. wt., 6 lbs.... **$1.87**

### $2.50 Value—New Stroller

For all dolls. Closely woven fiber, rolled around top. Seat, 8½x7 in. Rubber tired, 6-in. front, 7-in. rear wheels. Steel foot rest. Enameled tan. Handle 22½ in. from floor. **Mailable.**

79 V 8113—Shpg. wt., 6 lbs. **$1.87**

### $10 Value—Save About ⅓ at Sears

**$6.98**

The largest buggy we ever offered at this price. Dolies 28 in. tall will find this buggy comfortably roomy—body size, 24¼x15 in. And as for style, construction and VALUE, it has no equal. Body with reclining back and hood are new, fancy half-oval fiber decorated with colorful woven-in design. Sturdy undergear is a perfect match. Handle, 27 in. from floor. Hand brake. Strong, 9-in. wire wheels, nickel plated hub caps, ¾ in rubber tires. Height to top of hood, 35 in. Length, over all, 44 in. **Not Mailable.** Shipping weight, 22 pounds.

79 V 8119—Beautiful two-tone tan enamel..... **$6.98**

79 V 8120—Pretty two-tone green enamel..... **6.98**

### 2-in-1—Chest and Seat

$2.50 Value. Extra roomy, 24x12x12 in., for storing lots of toys. Heavily padded top and sturdily constructed—dandy as a seat in the youngster's room. Maroon cretonne covered. Shirred bottom. **Mailable.**

79 V 8422—Shpg. wt., 9 lbs.... **$1.98**

### Eleanor Blue Sulky

For all dolls. Quality narrow flat fiber reinforced with steel. Seat, 8½x7 inches. Handle like on Baby's sulky, steel foot-rest and back stop—5 inch rubber tired wheels. A Sears Christmas value. **Mailable.**

79 V 8111—Shpg. wt., 4 lbs. **$1.00**

# "LET'S SERVE TEA"

## Again Save 50%

**$1.00** Any place but Sears you'd pay $2.00 for this 18-in. youngsters' rocker, because it's built of real, **HAND WOVEN** fiber like furniture for grown-ups. Padded hardwood seat, colorful cretonne covered. Broad back with rolled edge. Flared arms, 17¼ in. across; sturdy uprights, 21¼-in. shaped, hardwood, regular large furniture runners. Roomy seat, 11¼x11½ in., 8½ in. from floor. Soft pastel two-tone color with contrasting woven-in color design in back. **Mailable.**

**79 V 8580**—Shpg. wt., 4 lbs. **$1.00**

## Worth $1.00 More!

**Hand woven fiber.** Removable, padded 11½ x13-inch seat, colorful cretonne cover. 23 in. high. 21½-in. runners. Arched apron in front. 2-tone tan with contrasting woven-in color design in back. **Mailable.**

**$2.98**

**79 V 8513**—Shpg. wt., 10 lbs. **$2.98**

## $3.00 Value Rocker

**Hand woven fiber.** Padded, removable 12x12 inch seat, cretonne covered, 10 in. from floor. Sturdy uprights. Woven-in design in back, apron front. Beautiful beige color. Height, overall, 22 inches. **Mailable.**

**$1.98**

**79 V 8512**—Shpg. wt., 10 lbs. **$1.98**

## Tea in the Modern Manner
### —and at Big Savings!

Miss Modern Miss is entertaining, and everything must be just so. Says she, "Do you like my new furniture set? You know, it's the first little girls' furniture of this type, and I'm so proud." Says we, "It's swell—so different, so ultra modern."

Understructures are ¾-inch tubular steel fastened with non-rusting cadmium plated bolts to stamped steel apron. Chair seats and table top of **Rolohed maple.** Enameled steel parts.

**$2.79** Med. Size

**Medium Size**

Plain table top, 20x15 in.; 17 in. high. Chair seats, 10¼x8⅝ in.; 9⅝ in. from floor. Shipping weight, 18 pounds.

**79 V 8576—Mailable. $2.79**

**Large Size (as shown)**

Designed edge table top, 24 x18 in.; 19⅛ in. high. Chair seats, 10¼x12-in.; 12⅝ in. from floor. Shpg. wt., 24 lbs.

**79 V 8577—Mailable. $4.45**

## Save 25% on These 3 Pieces

Built of stout Northern hardwood, finished in ivory color enamel. Nicely turned legs screw into cross cleats. 19x13-in. table top stands 18 in. high. Scotty design in center. Two chairs, with dowel backs and scroll tops, have 9x9-in. seats, 9¼ in. from floor. Height over-all, 18½ in.

**$1.79**

**79 V 8574**—Shpg. wt., 11 lbs. **Mailable. $1.79**

## Hardwood Drop-Leaf Sets
### $5.50 Values!

Table top, 20x25 in. with leaves raised; 20½ in. high. Sturdy, turned wood legs. Two comfortable chairs, with 11x11-in. seats, 12½ in. from floor; beveled top and front edges.

These new 25-in. panel-back chairs have grooved out grip handle at top to make carrying them easy. Nicely turned legs. **Mailable.** Shpg. wt., 25 lbs.

**$3.79**

**Cherry Maple Finish**

**79 V 8578 . $3.79**

**Light Green Enamel**

**79 V 8579 . $3.79**

## Regular $1.00 Features

**Largest drop-side crib offered at this price.** 25 inches long, 12⅛ inches wide, 14 inches high. Metal furniture glide on bottom of each leg like real baby bassinets. Northern hardwood, ivory color enameled. Easily assembled. What fun to make sheets and comforters for this bassinet. **Mailable.** Shipping weight, 3 pounds.

**59¢**

**79 V 7920**.....**59¢**

## Easily Worth $1.50

30 inches long, 15 inches wide, 18 inches high. That's as big as some $2.00 cribs! Drop-side—it's easy to tuck Dolly in. Beautiful wood panel in each end. Built of Northern hardwood with attractive maple finish. Sturdy, removable wood bottom. Metal furniture glides on legs, just like a real baby's bassinet. **Mailable.** Shipping weight, 5 pounds.

**98¢**

**79 V 7921**.....**98¢**

## New $3.00 Drop Side Bassinet

**Now with roomy, sliding drawer about ½ length of entire crib,** for doll's nighties, comforters, etc. AND a 1-piece mattress, **pillow combination.** New 3-ply wood panel in each end. Legs have **swivel casters.** 30 inches long overall, 15 inches wide, 19½ inches high. Northern hardwood in maple finish. **Mailable.** Shipping weight, 6 pounds.

**$1.98**

**79 V 7922**

**$1.98**

# "LET'S KEEP HOUSE

## "Oh! Goodie! It's a 17-Piece Toy Bake Set"

*Cook Book by Sears Expert Included*

Mmm! What "goodies" you can make with this big 17-piece set. And baking will be so easy and so much fun, too. **Follow recipes in Little Cook Book;** you'll have cake, muffins, biscuits, just like Mama's. And they'll be oh so good to eat, for recipes are prepared by Sears cooking expert. Set includes: **1-cup size revolving flour sifter,** graduated measuring cup, 10-in. wood bread board with red design around edges, **10-in. rolling pin, real egg beater,** cookie sheet; 4-cup muffin pan 4 in. square; tube cake, layer cake, bread and fry pans; pie tin, a real mixing bowl to fit the flour sifter; potato masher and 2 cookie cutters in proportion.

**49 V 1959**—Shipping weight, 2 pounds 2 ounces.....**59¢**

## Sears 5-Pc. Handy Housecleaning Set

*"Now I'll Play I'm the Mother"*

Sears own styled outfit at big savings! What little girl hasn't dreamed about a practical set like this so that she may imitate her mother in keeping the house in order. It's practical, instructive and will keep her occupied for hours at a time. Just her size. (1) **Toy Kenmore vacuum cleaner,** revolving brush, sateen bag. (2) **24-inch new wringer-style wet mop,** twist metal grip to wring; strands held in steel grip wood handle. (3) **11-in. cotton yarn duster.** (4) **32-in. broom-corn broom,** enameled wood handle. (5) **New style enameled steel dust pan,** long handle.

5 Pieces **79¢**

**79 V 6498**—**5-Piece Cleaning Set.** Shpg. wt., 4 lbs..**79c**

## 20-Pc. Cooking Set

**Regular $1.00 value.** Pure Aluminum. Large 7 pieces. 8-pint cook book, **whistling 2½-in. tea kettle.** 4-in. 3-pc. double boiler, 3¼-in. pudding pan, 6 cookie cutters, 4-in. handled fry pan, Saucepan, mixing bowl, pie pan, bread pan, measuring cup, mixing spoon. **Cookie sheet,** 4¼x3½ in.

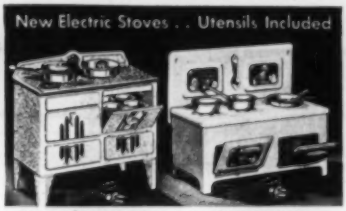
**49 V 1870**—Shpg. wt., 1 lb. 1 oz..**79c** **79¢**

## All Steel Kitchen Cabinet

AS A TABLE

New, miniature cabinet-table with amazing, new 2-in-1 feature. Slip entire top off, you have a white enameled top kitchen table, 14 in. wide. **Cabinet enameled ivory,** 13½ in. high, 4 compartments, 2 with hinged doors with knobs, enameled doors and drawers below. **Play packages of food.**

**79 V 2069**—Shpg. wt., 5 lbs..**89c** **89¢**




## Regular $2.50 Value

**Has 3 real burners. Oven has hinged door,** heat indicator. Dummy clock on splasher panel. Listed by Underwriters. Heavy steel; white crinkle enamel finish, colorful trim, 10⅝ in. long, 10⅝ in. high. Extension cord, plug for 110-volt A.C. **4 cooking utensils, and recipe book.**

**49V2983**-Shpg. wt., 3 lbs. 8 oz. **$1.89** **$1.89**

## Popular Priced

**6 utensils.** Orphan Annie design. Listed by Underwriters. Heavy gauge steel, colorful finish. 3 open burners on top; two hinged handled oven doors. Extension cord, plug for 110-volt A.C. Stove 9½ in. wide, 8⅛ in. high. Handled fry pan, sauce pan, stew pan, mixing spoons, pie tin.

**49 V 2975**—Shpg. wt., 4 lbs. 8 oz..**97c** **97¢**

## Only Toy Electric Below $10

**Motor actually runs machine.** Speed regulator; use ordinary cord; 110-120-volt A.C., 60 cycles. 8x7½ in. Black; nickel plated trim. Thread, clamp, instructions.

| Motor Driven Model | Hand Driven Without Motor |
|---|---|
| Shpg. wt., 3 lbs. 12 oz. | Shpg. wt., 1 lb. 6 oz. |
| 49 V 2982 **$1.98** | 49 V 2983 ....**98c** |

**$1.98**

## Famous "American Girl"

Built in same factory as large machines. Sews neat chain stitch. Enclosed parts. Tilt-top style, 7¾x6½ in. Baked-on enamel. Nickel plated trim. Clamp, instructions. Shpg. wt., 3 lbs. 8 oz.

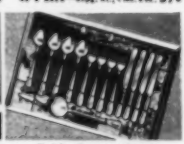
**49 V 2004**.....**$3.89**

**$3.89**

## 12-Pc. Toy Bake Set

**Bargain!** Mmm! Won't cakes, cookies, muffins taste good when baked with this little outfit! 7¼-in. metal cookie sheet and 11 other handy little pieces as shown. Shipping weight, 1 pound 2 ounces.

**49 V 1964**.....**25c** **25¢**



## Table Cutlery Sets

**Aluminum** knives, forks, spoons and a ladle. Knives are 4¾ in. long, other pieces in proportion. Made in Germany.

| 13-Pc. Set | 13-Pc. Set |
|---|---|
| 49V1956 | In oil cloth roll. |
| Shpg. wt., 8 oz....**39c** | 49 V 1960 |
| | Shpg. wt., 9 oz. **69c** |

13-Pc. Set **39¢**

# "LIKE MOM DOES"

USUAL $1.50 VALUE — Sears Price 89c

## 41-Piece Aluminum Percolator Set

*Save 30% on This Big $1.00 Value*

"You must come over to my house for tea." Little Miss Hostess certainly can take care of her guests in style with this complete, very practical and attractive set. **41 pieces — brand new, pure aluminum, rilled (giving stepped effect), with percolator** that really can make coffee. Not the old fashioned embossed shape, but ultra modern service for four. 4⅞-in. red banded, 3-pc. percolator with red handle and glass top dome. Four 4¼-in. plates, 4 cups and saucers. Footed sugar and creamer. Four 4¼-in. knives, 4 forks and spoons. Four napkin rings and 8 paper napkins.

**69c**

**49 V 1879**—Shipping weight, 1 pound.....**69c**

## 45-Piece Blue Willow Design China Dinner Set

*An Extra Special Bargain*

**Not only a tea set but a complete dinner set service for 6,** consisting of 27 **pieces** of **exquisite looking** blue willow ware **china and 18 pieces of aluminum cutlery,** for only 89c. Just think of it! We've never seen an offer to compare with it. Blue willow ware, has been a favorite pattern of grownups for years; now little girls can have it, too. Dishes they have dreamed about and hoped Santy would bring them some day. Durable, striking, serviceable; covered oval 5¼-in. casserole, 4⅜-in. gravy boat, 6-in. platter, 6, 4⅜-in. plates, 6, 3⅜-in. saucers, 6, 2¾-in. cups, 5¼-in. tea pot, sugar, creamer and 6, 4⅛-in. knives, 6 spoons and 6 forks, 4 in. long. Imported.

**89c**

**49 V 1654**—Shipping weight, 3 pounds 14 ounces.....**89c**

## Grille Plate and Cutlery Set

**29 Pieces. Usual 75c Value.** Won't the little hostess be proud? She'll make big savings, too. Beautiful two-tone luster dishes. **Four special three-partition grille plates,** 4⅛-in. diam. 4, 2¾-in. cups, 4 saucers, 4⅜-in. covered tea pot. Covered sugar, creamer. 4, 4⅛-in. knives, 4 forks, and 4 spoons, each 4 in. long. Imported.

**57c**

**49 V 1853**—Shpg. wt., 3 lbs 8 oz.....**57c**

## Big Value—17-Pc. Set

The right size tea set for Dollies who are just tiny tots. Imported china. Tan body, ivory trim. Floral decorations. **4⅜-in. covered tea pot.** Covered sugar, creamer. 6 cups and saucers all in proportion. Shpg. wt., 1 lb. 10 oz.

**21c**

**49 V 1664**.....**21c**

## $2.50 Value! . . Finest Quality 53-Pc. Deluxe Dinner Set $1.59

**Pretty Dutch design, 25-in. square, cotton crepe tablecloth and 6 napkins plus dishes of finest imported China.** Pattern very similar to famous Dresden China. Larger, more elaborate pieces than usually sold at this price. 6⅝-in. casserole; 5¼-in. sauce boat; 7⅜-in. platter; 6, 5-in. plates; 6, 4⅜-in. saucers; 6, 3-in. cups, open handles; 6-in. cake plate; 7⅛x4½-in. tea pot; sugar, creamer and **18-pc. aluminum cutlery set** . . . 6, 4⅛-in. knives; 6, 4-in. forks and spoons.

**$1.59**

**49 V 1655**—Shipping weight, 8 pounds.....**$1.59**

## Toy Cash Register

Press key, bell rings, drawer opens, flasher registers amount. Toy metal money. Enameled steel, 4⅜x5x4¼ in. high. Shpg. wt., 2 lbs. 8 oz.

**89c**

**49 V 6492**.....**89c**

## Well! A Cute Tea Table

Rolls easily on its 3 wheels. Heavy steel, finished in beautiful baked-on enamel. 10⅜ in. long, 7⅝ in. wide, 2 trays, 8⅛x6¼ in. Will fit her tea set. Shpg. wt., 1 lb. 8 oz.

**49c**

**49 V 2102**.....**49c**

## New Donald, Mickey Tea Set

23 pieces. Metal. Other Walt Disney characters on ivory enameled base. 10in8. in. serving tray; 6, 4½-in. plates; 4½-in. tea pot, creamer, sugar, with handles. 6, 2½-in. new shape, handled cups; 6, 2⅜-in. saucers.

**48c**

**49 V 1906**—Shpg. wt., 1 lb. 4 oz. **48c**

## 23-Piece Corner Grocery

**$1.39**

33-in. **all metal store.** Center panel looks like interior of Mother's favorite store. 2 side sections each with 3 shelves. Empty miniature food packages. Counter, 15⅜x4x2⅜ in. high. White porcelain-like top. Wrapping paper, scale, miniature French style phone, order pad, play money.

**49 V 6460**—Shpg. wt., 4 lbs. 6 oz.**$1.39**

# NEW! Combination Christmas Stocking and Surprise Package Idea . . .

"'Tain't right without a good old Christmas stocking," Santa told us. And Santa knows his Christmas. So here we are with the stocking just surrounded by a host of good things—the newest thing in surprises.

We know Dad and Mother will be thrilled to fill the 29-in. red net stocking with the fine 9 toys furnished for that job—Mother will find room for some of her own cookies and candies, Dad'll have something special, too. It's the personal touch that counts. In addition a surprise box, alone worth at least 85c with 10 more toys each boxed or wrapped. Order several . . . if you're not satisfied, send package back, we'll be glad to return your money.

**$1.00**

## FOR BOYS

A shiny trumpet to blow—a magnet, to lift small metal objects—building blocks—a rubber mouse—a spring wind top—a shiny police whistle—crayons—boy's watch—a cut-out book to make 45 toys and a Surprise box with 10 other real toys which we will keep secret. Shipping weight, 7 pounds.

**49 V 7001 ..... $1.00**

## FOR GIRLS

A mechanical trapeze artist—a 12-in. stuffed cloth dolly—a nursery set—an accordion—blocks—box of crayons—a kat puzzle—soap bubble set—a toy-size pocket book and watch and a 10-toy secret Surprise box . . . some fun to open up each toy. Shipping weight, 7 pounds.

**49 V 7002 ..... $1.00**





### It Really Washes

She'll have fun with this handy **Sunny Suzy.** Rotating vacuum plunger type cups. Brown and white enameled. Adjustable, attached wringer has white rubber rollers. 11¼ in. high. Ship. wt. 3 lbs. 8 oz.

**49 V 1710 ..... 89c**

### New Improved 8-Piece Laundry Set

Makes "wash day" really fun for the little housekeeper. **8¾ in. Sunny Suzy washing machine alone is worth 58c.** Well-made pieces designed to do their jobs right. Suction cup action like Mama's big machine. Wringer with 2 real rubber rolls, enameled wash tub; revolving drier; 6 wood clothes pins, 12-in. ironing board, nicely finished iron. Package of La France magic powder to make clothes whiter. Shipping wt., 4 lbs.

**98c**

**79 V 1713—Complete Set ..... 98c**

**Toy Manicure Set**

7 pcs. 3¾-in. case, metal clasp. Nickel plated scissors. Nail file, soft buffer, empty nail powder box, cuticle stick, sandpaper stick, mirror on lid. Made in Austria. Ship. wt., 6 oz.

**49 V 6406 29c**

**29c**

**De Luxe Set**

9 Pcs. Hinged paper covered gift box, cotton tray. Mirror on lid. Emery board; scissors; file, tweezer, cuticle stick, chamois buffer, 2 empty powder boxes. Made in Austria.

**49 V 6407**

Ship. wt., 1 lb. **59c**

**Real Toy Electric Lamp**

**34c**

Uses regular house current. 6½ inches high. Bulb for 120-volt A.C. Pleated, parchment-like shade with ruffled edge. Extension cord, plug. Shipping weight, 8 ounces.

120-V. Bulb

**49 V 2104 ..... 34c**

**New 5-in. Iron**

Streamlined. Listed by Underwriters. 110-volt A.C. or D.C. Heat resisting hood, handle. Nickel plated guard. Extension cord, plug. Shipping weight, 2 lbs. 4 oz.

**49 V 1796 89c**

**21-Pc. Breakfast Set**

Enameled metal dishes for 1 lady. 1¼-in. footed coffee urn, other pieces in proportion. Footed creamer, sugar with handles, 2 dinner plates, soup plates, cups, saucers. Bright platter. 2 knives, forks, teaspoons and tablespoons. Shipping weight, 10 ounces.

**49 V 1901 ..... 23c**

**Improved Ironing Board**

**New toy board like mother's new one! 3-legged style.** Extremely rigid, will hold adult of 150 pounds. **Folds compactly.** Ironing surface, 33¾ in. long—9 in. wide. 22 in. from floor. All parts riveted together. Clear, white, well sanded wood—edges rounded. Shipping weight, 6 pounds.

**$1.00**

**79 V 1780 ..... $1.00**

NEW!

WHOLE TRUCK TRAIN LOADED WITH CANDY KISSES

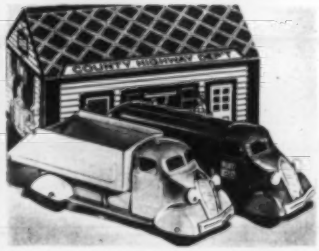
## Sears Stake Truck and Trailer

*Built of Auto Fender Steel . . . Wind-Up Motor*

69c

1½ lbs. of Candy Kisses! Will the kiddies love this treat! A whopper of a value. Huge stake truck with detachable trailer of auto fender steel, just "oozing" with delicious candy kisses enough to last you days. Truck has strong key wind spring motor. Dummy headlights, baked-on enamel finish (not paint). Balloon type wood wheels. **It's 18 inches long.** Oh boy, it's swell candy and a toy for all year. Shipping weight, 4 pounds.

**49 V 5849**—Stake Truck, Trailer, Candy Kisses all for.....69c




## Two 16-Inch Modern Trucks and Garage

**$1.50 value. Nearly as large and newer than trucks that sell for $1.00 each!** Dump truck dumps by means of lever. Latest design tank truck. New style hoods, shiny radiator fronts, dummy headlights, bumper, balloon type wheels. Colorful packing box you can set up into 18-in. garage.

$1.00

**49 V 5821**—2 Trucks. Shpg. wt., 8 lbs. 6 oz.....$1.00

## A 21-Inch Buddy "L" Dump and Riding Truck

**Easily worth $1.50**

Think of it! A Dump truck that actually dumps and has removable, roomy steel seat; steering device. Seat shapedlike motor bike saddle. Truck heavy gauge steel, length overall, 21 in. Will carry sand, blocks, toys, anything up to 200 lbs. Height, to seat, 8 in. Dummy headlights. Rubber tired wheels. Expensive 2-tone enamel finish. Shipping weight, 6 pounds.

$1.00

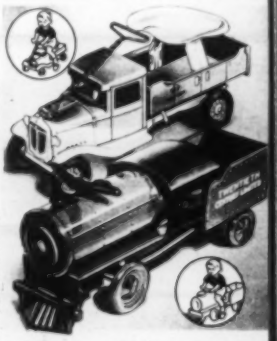
**79 V 6143**.....$1.00

## 23-in. Riding Loco. Ride and Steer It!

**Strong enough to hold grownups!** Fine quality construction. Do not confuse this with lighter gauge, inferior engines offered at lower prices. Glorious fun with this big locomotive. Will hold 200 lbs. Heavy gauge auto fender steel, 9⅜ in. high. Steering bar on top of boiler. Beautiful bright baked-on enamel finish. Steel wheels. Shipping weight, 9 pounds.

$1.39

**79 V 6147**.....$1.39



## Busy Captain Sandy Andy

And you'll be busy, too, keeping hopper filled with sand . . . Captain Sandy can't do all the work.

59c

Massive, colored metal 16x13¾ in. high. Pour sand in hopper. It flows into car; car runs incline to dump load. Action repeats as long as hopper is kept filled. Sand included. Shipping weight, 2 pounds.

**49 V 5732**.....59c

## What a Busy Garage—5 Cars!

Boy! Will you have fun playing garage man! 3 steel cars with strong spring motors. 2 without motors. Wrecking car to tow in the two motorless steel Chryslers. Mechanical dump and tank truck. **Famous Mar-Lin key-ends** fit all cars. Colored to represent garage, size, 7⅝x4¾x5 in. high. Cars average 4x1⅝x1⅝ in. high.

57c

**49 V 5773**—Shpg. wt., 1 lb. 8 oz.....57c

## 7 Clever Clowns on Net Trapeze

Clowns average 2⅞ in., almost unbreakable iron, molded in well balanced positions. Double trapeze; life net; 2 posts; swinging rope; 2 single trapezes; twister; balancing pole. Trapeze, about 16x15x17 inches high.

89c

**49 V 6448**—Shpg. wt., 2 lbs. 10 oz. 89c

## Howl Telephone Balloons—Punch-O-Bag—Seal

**Here is real fun—novelties galore!** Vibrophonic telephone balloons—2 persons, one at each end of cord, can talk to each other. Punch-O-Bag for sport, exercise. A huge toss-up seal on cardboard feet, grows to 21 in. All of rubber.

19c

**49 V 6416**—Big 3 Combination—Shpg. wt., 3 oz.....19c

## Heads Up! It's the New Skooter Bug!

**Brand new toy! Unique, amusing action.** Wind up the strong spring motor and let 'er go forward, skidding in a wide circle all over the place just like you see in carnivals—it's a thrill to watch it. Two figures in the seat. A protective soft rubber bumper all around the toy. Size overall, 9¾x3x4 in. high. Beautifully colored metal. Shipping weight, 1 pound 8 ounces.

47c

**49 V 5841**.....47c

# ACTION! SPEED!

## NEW 97c

### 20-Inch Greyhound Bus Terminal (2 Buses)

Ultra modern big metropolitan bus stations in New York and Chicago have nothing on this handsome building for looks and detail. And busy! Wait'll you see! 2 steel buses, about 4¾ in. long, you can roll easily in and out of the two large garages to discharge and take on passengers.

The whole main floor, built on a strong steel base, is lined with colorful interesting shops, waiting rooms, ticket offices, lobbies, etc., realistically printed on metal. There are 2 dummy gas pumps, 2 dummy signs. Base also definitely marked with travelling lane and sidewalks. **Station over-all, 20¼x11x6¼ in. high.** A sturdy toy that will provide hours of educational fun.

**49 V 5862**—Shpg. wt., 3 lbs. ..... 97c

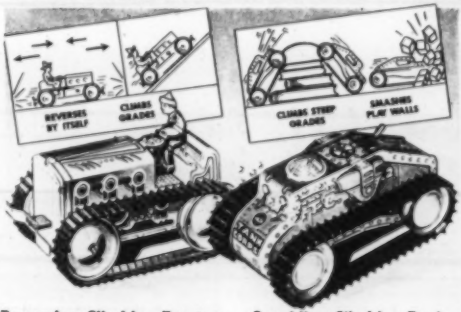
## 94c

### NEW 24-Inch Main Street Busy Bridge

*Biggest hit this year!*

Just as thrilling as Broadway at high noon! Steady stream of trolley cars and autos running up and down Main Street, in and out of the terminals at each end! You play the "cop"—throw brake and the traffic stops; release, and cars move on again. 2 archways, 4 autos. Operated by clockspring motor with brake, 4 dummy lamp posts, 3 trolley cars, 3 autos. Suspension bridge style, 3½ in. wide, 7¾ in. high, 24 in. long. Pull or push your own cars and boats under the big archway bridge while traffic moves on above. Lots of extra play value.

**49 V 5863**—Shipping weight, 2 pounds ..... 94c




### Reversing Climbing Tractor

The tricky action of this clever new tractor goes over big with children. **Operated by heavy duty Marx de luxe powerful clockwork motor. Climbs up or down steep grades,** pulls heavy loads. When front bumper touches obstacle, motor is reversed automatically causing tractor to go backwards. When rear bumper hits object, tractor goes forward again. Amazing, mystifying! Sturdy steel about 10x5x6 in. over-all. Shipping weight, 2 pounds 4 ounces.

**49 V 5812** ..... **$1.59**

### Sparkling Climbing Tank

A big rumble—barrage of sparks from 2 guns! Latest design. Greatly improved, heavy duty tank. Children are just crazy about climbing toys. Equipped with wide rubber treads and powerful clockwork motor that enables steel tank to climb at amazingly steep angles and pull heavy loads. Realistically colored tank is 9½x5¾x4½ in., made of extra heavy steel. Guns on sides shoot sparks. Has brake. Flint inserted. Shipping weight, 2 pounds 4 ounces.

**49 V 5897** ..... **$1.49**
**49 V 5777**—2 Flints. Shpg. wt., 2 oz. 10c

**(A) Uncanny!—Tricky 'Cycle**
Keeps you guessing; intriguing, amusing! Miniature motorcycle dashes about on any flat surface right to the edge, but seldom off. Colored metal, 4¾ in. long; wind-up motor.
**49 V 5743**—Shpg. wt., 5 oz. ..... 25c

**(B) "Blow me down!" It's Popeye Himself**
Wind spring and away he'll trundle with that sea-going stride. Ht., 8¼ in. Colored metal.
**49 V 5718**—Shpg. wt., 8 oz. ..... 25c

**(C) New, Rich Chrome Finish Midget Racer**
Only 5 inches long but how it can travel when the strong spring motor is wound! Large balloon type colored metal wheels. Key attached.
**49 V 5819**—Shpg. wt., 6 oz. ..... 25c

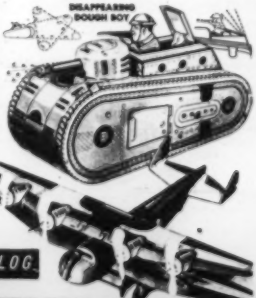
**(D) 9½-In. Mechanical Milk Wagon**
White finish. Strong wind-up Marx motor.
**49 V 5832**—Shpg. wt., 1 lb. ..... 25c

### Sparkling Doughboy Tank

*Fighting, Thrilling Action!*

**Tank shoots sparks as it zigzag fashion.** Big tank rumbles along, swirls around, suddenly cockpit opens up and doughboy with gun comes out. Action repeats automatically as tank shoots sparks in fighting style. Powerful Marx clockwork motor. Colorful metal tank, 10x5x4 in., moves rapidly in all directions. Shpg. wt., 1 lb. 12 oz.

**49 V 5775** ..... 94c
2 Extra Refill Flints
**49 V 5778**—Shpg. wt., 2 oz. ... 10c



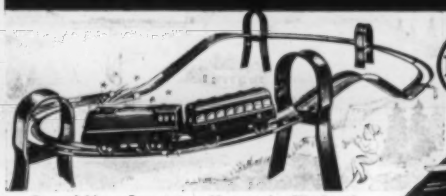

### Huge 4-Motor Bi-Plane

*All 4 Propellers Whirl*

So big and exciting! Like the big Clipper planes that fly the Pacific. Wind it up—watch it run along the floor, 4 big propellers whirling—all the appearance of a big cabin ship about to take off. **Wing spread of 18 in.,** 13½ in. long. Powerful spring motor. Sturdy, colorful metal.

**49 V 5725**—Shpg. wt., 1 lb. 4 oz. 57c

# TRICKY THRILLS!



## Brand New Sparkling Mountain Climber!

**Long running, fascinating.** Wind it up, 'round the track this mountain climber races. When engine reaches the ratchet track on the incline, it seems to put on extra power—sparks just jet out of the smoke stack—and over the hill it goes. **One of the most unique mechanical toys ever made.** Powerful clockwork motor. Engine and coach 9 in. long over-all, of beautifully colored metal. Gleaming finish track on steel supports. Track, 40x19½ in. about 100 in. around.

49 V 5868 (**Scenery not included.**) Shpg. wt., 2 lbs. 8 oz. ... **$1.89**

**$1.89**

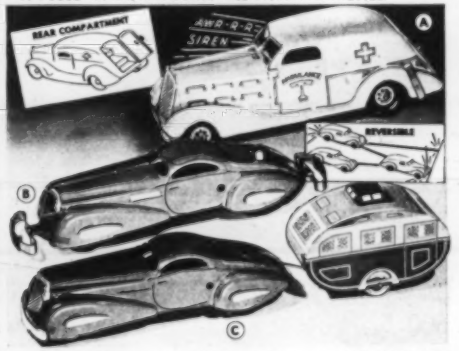
## NEW!

## Revolving Searchlight Radio Click Airport

**Not the lowest priced but the biggest play-value airport we could find.** The Big Transport is coming in. Turn on the powerful battery lighted searchlight—swing it in any direction, also up or down; and start "clicking" landing instructions, weather reports. The 9-in. searchlight tower and the 2 hangars to house your 3 planes rest on heavy steel base, 17 in. long, 11 in. wide. Large landing field marked off by runways—just like real airports. Modern colorful buildings and tower. Swivel searchlight has 1½-in. magnifying lens. 2 latest planes, have 4½-in. wing spread. Large plane, has 7¼-in. spread. All planes on wheels. **Battery Included.**

49 V 5818—Shpg. wt., 4 lbs. 8 oz. ..... **$1.00**

**$1.00**




### (A) New Shrieking Siren Ambulance

**"WaOo-oo-oo!" Look at the other cars scatter!** Clear the way for the ambulance, it's on! shrieking. **Equipped with a heavy clock spring motor that will make the car run for a long distance.** Adjustable brake, balloon type rubber wheels. Full size hinge door opens at rear by means of small latch, disclosing roomy compartment in which many things can be carried. Very attractively finished in pure white with red trimming. 14¼ in. long, 5¾ in. wide, 4¾ in. high. Shpg. wt., 1 lbs.

49 V 5850 ... **$1.00**

### (B) Self-Reversing Marvel Coupe

**Wind up the powerful Mare clockwork motor,** release the brake, it's off! If, when going forward, the rubber protected front bumper slightly touches any object, the motor automatically reverses and the car starts going backward—and when backing up, if it's protected rear bumper touches any object the motor again reverses forward. Won't mar furniture. **Coupe can be run in a straight line or in a circle.** Sturdy, metal construction, 10½ inches along. Shipping weight, 2 pounds.

49 V 5805 ... 94¢

**94¢**

### (C) 22-Inch Wind-Up Coupe and Trailer

Dad and Mom will have nothing on you, no siree! Now you can **join the happy "trailerites"** and be right up-to-date with this new coupe and trailer. See how easy auto pulls the trailer when you wind up the powerful Marx spring motor. **Will run in straight line or circle.** Coupe, 13⅛ inches long. Trailer, 8 inches long—both bright colored metal. Coupe has shiny sloping radiator. Shpg. wt., 2 lbs. 6 oz.

49 V 5815 ... 69¢

**69¢**

**97¢**

### New Sky Bird Flyers

**Plane rises from the ground on its own power**—circles 'round and 'round tower, then gradually glides down to a perfect 3-point landing. Zeppelin acts as balance. **Plane has strong spring and when detached will run on floor with propeller power.** Beautifully colored metal tower, 9 inches high—cross bar 23 inches long. Plane has 7-inch wingspread. Shipping weight, 2 pounds.

49 V 5851 ..... 97¢

### Popeye Jigs

**"Strike me pink"** if Popeye isn't swinging a mean Sailor's Hornpipe. Mounted on sturdy metal box equipped with strong spring with brake for starting and stopping. **Brightly colored.** 9⅞ in. high. Shpg. wt., 1 lb.

49 V 5836 ..... 44¢

**44¢**

### Popeye Aviates

Wind the strong spring and **watch Popeye maneuver his plane around the floor** in the cutest manner. What a pilot he is! Back and forth, around in short circle, nose diving with his head sliding forward. All colorful metal, 9 in. long, 5⅛ in. high, 8¼ in. wing spread. Shipping weight, 1 pound.

49 V 5701 ..... 49¢

**49¢**

### New Mystery Sandy

**A mysterious 2-way motor indeed.** Any little tot can operate it. A real thrill. Press down Sandy's tail or push back gently and away he'll go rolling his wood ball between his paws. **Grown-ups will enjoy Sandy, too.** Packed in dog house carton easily set up. Colored metal, 8½ in. long. Shpg. wt., 1 lb.

49 V 5838 ..... 44¢

**44¢**

### Back and Forth Road Roller

**Mechanical.** Looks like real road rolling machine. **Strong spring motor.** Automatically reverses itself, giving back and forth action, the same as real road rollers. Figure of man stands on rear platform. 8½ in. long, 3¾ in. wide, 5¾ in. high. Shipping weight, 1 lb. 6 oz.

49 V 5840 ..... 57¢

**57¢**

## NEW Hi-Lo Interlocking Blocks HALSAM NEW Airplane and 24 Blocks

"London bridge won't tumble down" with these blocks . . . they're specially grooved at ends to fit together. 36 blocks, 1¾ in. square, beautifully embossed; one end with pictures of animals, opposite face with pictures or building designs. Other two sides painted and grooved for interlocking. Little tots will quickly learn to fit the blocks together. Shipping wt., 3 lbs. 8 oz.

**49 V 3633** ..... **89c**

**With 1¾-in. Square Blocks**
Shipping weight, 1 lb. 12 oz.
**49 V 3632** ..... **47c**

**47c**

A building set, pull toy, ABC's, pictures—now cleverly packed in the wings and body of 15x15-in. airplane. 12 colorful 1¾-in. and 12, 1⅝-in. square blocks . . . animals, etc., embossed on both sides. Four sides printed with variety of alphabet characters and building designs.

**49 V 3631**—Shpg. wt., 1 lb. **89c**

**With 15x11-in. Airplane and 16, 1¾-in. Blocks**
**49 V 3630**—Shpg. wt., 2 lbs. **43c**

**43c**
**49 V 3630**

**Musical Rolling Chimes** **23c**

**28-in. long over-all, 8½ in. wide.** Baby'll love this toy. Tinkling music, flashy color. Push or pull it along . . . hear the chimes. Lithographed nursery scenes on metal. Three Little Pigs, Pussy Cat, Clowns, etc.

Shipping weight, 12 ounces.
**49 V 2420** ..... **23c**

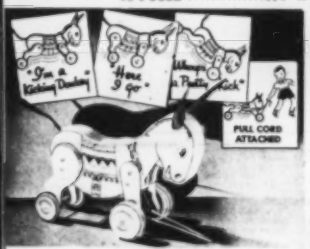
**New Donald Duck Tops** **25c**

Just pull the knob on the plunger and push down; listen to 'er hum. Musical chord sound as she spins. Mickey, Minnie, also Pluto and other popular Walt Disney figures. Bright lithographed metal.

**7-inch**

**8-in. Size**
Shpg. wt., 1 lb. 10 oz.
**49 V 2381** . . **49c**

**7-in. Size**
Shpg. wt., 1 lb. 7 oz.
**49 V 2382** **25c**




**Hee! Haw! And Away He Kicks** **89c**

Watch out for the donkey, he's tricky! When you pull him along the floor, he kicks his hind legs up high, wide and handsome, and lets out a noisy "hee-haw" (see action above). Baby'll just get the biggest kick out of this toy. 10½ in. long, 11 in. high, 5¼ in. wide.

**49 V 5405**—Shipping weight, 3 lbs. ..... **89c**

**Over 50 Pcs . . . Tiny Tot Set** **89c**

*Six different activities.* Hours of fun and education. Beads for stringing, blocks for building, peg with hammer pegs, to pull. 3 other sets for teaching colors. Thousand mental exercises for pre-kindergarten child. Non-poisonous enamelix. Shpg. wt., 2 lbs. 6 oz.

**49 V 3479**

**Fulla Bead Doll** **25c**

Container assembled with rings, beads, to represent doll. Cap forms head, shoulders. Detachable arms. 50 beads, cord for stringing. Figure 9⅛ in. high, 3¾ in. in diam. Shpg. wt., 1 lb.

**49 V 4445**

**Drum of Blocks** **43c**

Brightly colored drum, 8 in. in diam. 4½ in. high. Contains about 40 colored wood blocks; half are 1⅛ in. sq., other half are ¾ in. sq. Take blocks out, use as regular drum. Sticks. Shpg. wt., 2 lbs.

**49 V 3615**

**Rubber Wagon . . . Blocks** **49c**

*Ideal for Baby—Soft and Safe*

Nice red wagon, 5¾ inches long, with contrasting white wheels (in the colors Baby likes). Carries 8 white alphabet rubber blocks with blue and red letters. A washable harmless toy with "useful" of play value. Will amuse and delight baby for hours . . . keep him from mischief. **Blocks 1⅛ inches square.**

**49 V 4401**—Shpg. wt., 12 oz. ..... **49c**

**Horse with Chime Wheel Cart** **49c**

*Body Dumps—15 Inches Long*

Little tots always like to load up toys especially in this attractive **musical dump cart.** Brightly colored heavy gauge steel cart hitched up to sturdy, attractively colored wooden horse with pull cord attached. When it moves, the wheel makes chime music. Body can be dumped by moving front lever. 15 inches overall. A big bargain!

**49 V 5416**—Shpg. wt., 1 lb. 9 oz. ..... **49c**

## Toy Television Telephone

*Amazing! Now at ½ Saving*

**98c**

"I have just dialed Santa's number 'Hello!' Oh! Quick, Sis. Look! . . . there is Santa right in the center of the dial, magnified, all lighted up and looking right at me."

Nine colored pictures of Santa and others on the disc inside (see above) but you can easily insert your own pictures or snap shots from newspapers. Directory mounted on the phone, has space for 9 **names.** Write the name of the person opposite the number that will bring picture you want to see. Take off receiver, dial number, then move front lever to ring bell, give busy signal or turn on the light. **8 in. overall.** Heavy metal French type phone. Shipping weight, 2 pounds.

**49 V 2460**—With bulb and battery ..... **98c**

**Watch Mickey Pop Up**

Lift the receiver—Mickey jumps up. Dial your number, bell rings. Big, 8⅝ in. French type phone, red enameled. Nickel trim, felt base, green cord. Shipping weight, 1 lb. 9 oz.

**49 V 2457** ..... **49c**

**Mickey the Drummer**

Mickey beats drum and clashes cymbals as he rolls along on brilliantly colored wood platform with wheels. 9 in. long, 10⅜ in. high, 4 in. wide. Shipping weight, 2 pounds.

**49 V 5404** ..... **47c**

**Teddy—Choo-Choo**

When baby pulls it, Teddy beats bell on engine as train moves along. Beautiful colors (the kind Baby will love). Mounted on wood base. 4 wheels, 7½ inches overall. Shipping wt., 1 pound.

**49 V 5403** ..... **25c**

# LOVE THESE!

## Priced to Save You 30%

### *Sears Unbeatable, Lovable Teddy Bears*

Every so well made, too, that a bit of hugging won't do them any harm. They're built to take it!

**© Flirty Eye Bear—Now First to Stand Alone**

Hug him tight, he'll make goo-goo-eyes, squeeze him tighter, he growls. He stands or sits. Cuddly, golden brown wool pile plush, soft stuffed body. Longer and woolier than most bears at twice this price. Head turns. Legs and arms move on double washer joints. Nose, mouth, claws and feet embroidered in black. Ribbon tie. Made in Germany.

**$2.50 Value**

**$1.59**

© 13¾-in.

**13¾-Inch Size**
**Regular $2.50 Value**
Shpg. wt. 1 lb.
49 V 4342 ..... $1.59

**15½-Inch Size**
**Regular $3.98 Value**
Shpg. wt. 1 lb. 4 oz.
49 V 4343 ..... $2.49

**(B) American Made Soft Cuddly Bear**

Baby will love to muss up this roly-poly little fellow. Carry him by ears, legs, arms. 13 in. tall, 11 in. wide. Cinnamon brown head, body, arms and legs, golden brown face, head, nose, claws and paws. Rayon pile plush. Kapok stuffed. Felt eyes, embroidered nose and mouth. Ribbon tie. Squeaker voice.

49 V 4339—Shipping weight, 12 ounces..... 98c

**(A) Golden Brown, Med. Long Rayon Pile Plush Bear**

Mama bear's lovable and matronly. Squeaker voice. Well shaded. Glass eyes shine brightly. Head, arms and legs move naturally on double washer joints. Nose, mouth, claws, hands embroidered black. Made in Germany.

**12½-Inch Baby Bear**
Shpg. wt. 10 oz.
49 V 4338 ..... 49c

**15-Inch Mama Bear**
Shpg. wt. 15 oz.
49 V 4336 ..... 73c

**Popeye or D. Duck**
Inflated rubber balls, stencil design.

**5-In. Popeye Ball**
49 V 4459
Shpg. wt., 14 oz. ..... 25c

**2¾-In. D. Duck Ball**
49 V 4454
Shpg. wt., 4 oz. ..... 10c

**Animal Design Balls**
New! Different. Red lacquered inflated rubber balls. White bands. Covered with white animals. Shipping weights, 1 lb. 2 oz. and 14 oz.

| 49 V 4458 | 49 V 4457 |
|---|---|
| 6-in. Ball | 5-in. Ball |
| 39c | 23c |

**Brightly Colored**
A bright rubber ball. Baby will love it! 7 in. in diam. Inflated. Attractive red, white and blue diamond design. Shipping wt., 1 lb. 8 oz.
49 V 4464 ..... 49c

**12 Big Value, Colorful Toy Balloons 19c**

No matter how many times Donald Duck is tossed in the air, he always lands on cardboard feet; inflates to 20 in. Cat, owl, pig and rabbit faces with big ears, inflate to 7-in. diam. Two have cardboard shoes to turn as toss-ups. Other assorted round and long airship balloons. One with two-color squawker stem. Another with picture on front. Shipping weight, 3 oz.

49 V 6409—12 Balloons ..... 19c

**Voice Roly Poly**
When rocked, it cries, 6 in. high, 3½ in. in diameter. Large weighted ball bottom. Head with painted face. Ribbon around neck. Colorful arms and buttons. Imported. Shpg wt .8 oz.
49 V 4423 ..... 23c

## BABY'S CUDDLY PLAY-PALS

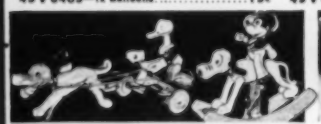
**(A) Washable Scotty**
8¾ in. long, 8 in. high. Soft Kapok stuffed, covered with brilliant, colorful Permatex. Felt eyes, embroidered nose, red collar.
49 V 4011—Shpg. wt., 10 oz. ..... 49c

**(B) Sitting Honey Bear**
Ribbon and brass bell around neck. Stuffed. Brown rayon pile plush, white embroidered nose, mouth. Glass eyes, wired ears. Imported.

| 9¼ In. Tall, 6-In. Diam. Long pile plush. | 5½ In. Tall, 3½-In. Diam. Shorter pile plush. |
|---|---|
| 49 V 4325 | 49 V 4324 |
| Shpg. wt., 12 oz. ..... 59c | Shpg. wt., 6 oz. ..... 15c |

**(C) Low Priced Scotty**
Squeaker voice. Black rayon pile plush, 8½ in. long, 6 in. high. Imitation leather red collar with buckle. Glass eyes. Imported.
Shpg. wt. 10 oz.
49 V 4010 ..... 25c

**(D) 13-Inch Don. Duck**
Stands or sits. Soft, cuddly cotton stuffed, white twill body and head. Yellow felt nose and legs, blue jacket and hat, green feet and collar, red felt tie.
Shpg. wt. 1 lb.
49 V 4018 ..... 89c



**New! Pluto Pulls Donald**
Donald sits in 3-wheeled colored metal cart, Pluto leaps forward as the cart moves along. Spring wind motor. Celluloid figures. Size, overall, 8⅛x4½x3 in. wide. Shpg. wt., 10 oz.
49 V 5831 ..... 25c

**Mickey as a Cowboy**
See Mickey Mouse, dressed like a cowboy, rock back and forth astride Pluto. Wood rocker. Colorful celluloid figures. Spring wind motor. Size, 8x7⅛x2⅜ inches wide. Shpg. wt., 1 lb. 8 oz.
49 V 5839 ..... 47c

**4-Pc. Sanitary Teething Set 23c**

Non-poisonous doll, cat, dog and donkey. Each made of 1-pc. inflated rubber. Squeaker voices. Average size, 4 in. tall. Shipping weight, 10 ounces. Imported.
49 V 4424—4-Piece Set ..... 23c

**11-In. Mechanical Streamliner 25c**

Realistic mechanical train, 3 units. Light weight, colored metal. Wind up motor. Watch it race on floor. Shipping weight, 7 ounces.
49 V 5774 ..... 25c

# ALL TODDLERS

## Floating Comfort Costs No More

**$2.29**

*Built to Sell for $4.00*

**Again Sears show the way with the first baby stroller with new spring action.** Takes pressure off of mother's grip. Extra wide, 16½ in. to prevent tipping. Extra large, too, 40-in. over-all. **Walker without handle, 22½x16½ in. Handle height, 34½ in.**

Just the thing to make baby's little legs grow straight and strong. Snap on folding handle front or back, put footrest in place — it's a stroller. Roller bearing, 5½-in. steel rear wheels, ½-in. rubber tires. Removable steel footrest, shaped wood seat. Enameled steel toy tray. Large rubber front casters. Washable green and ivory enamel. **Mailable.**

**79 V 7535**—Shpg. wt., 13 lbs. **$2.29**

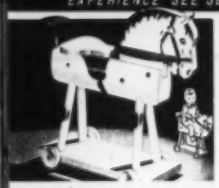
## Popular New Shoo-Fly . . . Cannot Creep or Upset

**$2.89**

Rocker shoo-fly that tops 'em all. No nursery item in years has made such a "direct hit" with mothers. And there are two reasons: it saves her worry and time. It rocks on a patented slotted track which "stays put" no matter how hard the child rocks. Develops muscles of back, shoulders, legs. Springs under seat make for gentle rocking motion. Strong, light and portable. Heavy ply-wood, size over-all, 32½ in. long, 12 in. wide. Attractive colors.

**79 V 7567**—**Mailable.** Shipping weight, 11 pounds..... **$2.89**

**FOR MORE TOYS THAT STRENGTHEN GROWING LEGS DEVELOP SKILL AND EXPERIENCE SEE SEARS BIG CATALOG**



## Ride, Little Jockeys!

***Dandy Little Horse***

So gentle at the post, and such a glutton for carrying weight. **Holds up to 298 lbs.** Ideal for little tots. Strong reins. Sturdy wheels. Roomy footrest. Solid wood. Finished in brilliant harmless lacquer. Height, 16 in. Seat about 11 in. from floor, nicely shaped of smooth wood. Imitation leather reins. Bushy fiber tail. Shipping weight, 3 pounds 8 ounces.

**79¢**

**49 V 5477**..... **79¢**

## New Donald Duck Shoo-Fly

***Regular $5.00 Value***

Yellow, ivory, green and dark blue—a beauty for any nursery. Sturdy, because it's made of heavy plywood, ½-in. thick. Length, over-all, 33½ in.; height, 21½ in. Comfortable, shaped wood seat. Guard rail. Swinging play box to keep baby amused. **Mailable.** Shipping weight, 17 pounds.

**$3.98**

**79 V 7568**..... **$3.98**

## Plush Teddy Bear to Ride

***Ride Him Like a Horse***

Pull him like a wagon. Double fun for little tots. **18 in. long, 13½ in. high over-all.** Seat height, 12½ in. Brown rayon pile plush, hard stuffed. Legs reinforced with steel. Leather studded collar and strap. Mounted on steel frame, 4 rubber tired wheels. Stands plenty of wear. Shipping weight, 8 lbs.

**$3.98**

**79 V 4350**..... **$3.98**

## Real Wagon

**95¢**

***Not Just a Pull Toy***

Rolled top and bottom, no sharp edges. **Safe For Little Tots.** Heavy steel bolsters, undergearing and tubular steel handle, with shaped grip, enameled black. Beaded sides and bottom. 4¾-in. steel wheels and steel body, 19x9¾x2¼ in. Enameled red. ½-in. rubber tires. **Mailable.** Shipping weight, 7 lbs.

**79 V 7631**..... **95¢**

## Horsie Rocker

***Bargain Even at $1.00***

Unusually strong and steady to prevent tipping. Low enough for baby to climb on or off. Let baby rock while exercising. 3 in. at front, 4½ in. at rear. When feet get tired, baby can rest them on extended **wood seat, 17½ in. long.** Made of smooth sanded wood, enameled in ivory color with black trimmings. Nicely cut out horse's head. **Mailable.** Shipping wt., 5 lbs.

**79¢**

**79 V 7501**..... **79¢**

# LOVE TO RIDE

REGULAR $1.50 FEATURES
• Extra wide, 16½ inch, streamlined base helps to prevent tipping.
• Comfortable, easy-riding saddle shaped seat like a regular velocipede.
• Streamlined rubber pedals, hand grips.
• Exceptionally sturdy, smooth, rounded edge auto-fender steel frame.

95c

## Streamlined First Bike, Save at Least $1

Tots up to 3 years will find it the right size. Velocipede type front wheel. **Height over-all, 18 in.** Extra wide to prevent tipping. **Seat to lowest pedal measures 13 in.** Adjustable to 15 in. to take care of growing legs. Heavy stamped 1-pc. steel frame, attractively formed and reinforced. Back of frame shaped to make mounting platform over rear axle. Frame bright red baked-on enamel, handlebar and wheels light ivory. Large rubber hand grips. Streamlined rubber pedals. 10-inch spoke type front wheel, 6-inch rear wheels, ⅜ inch black rubber tires. Shipping weight, 11 pounds.

$2.29

**79 V 8653—Mailable**.....**$2.29**

## Safest, Strongest Pedal Bike for the Money

Doctors will tell you that you can't buy a more practical, more healthful toy for babies up to 2½ years. The little tot will take to it like a duck to water. Just place him on this seat, put his feet on the pedals and start him out—he may push along with his feet at first—but soon he'll be pedaling like a veteran. **Size, 22¾ inches over-all;** leg reach from seat to lower pedal 13 in. Frame of 20-gauge auto-body steel forms beavertail back; stamped out steel step plates over rear axle; 8¼-in. front wheel, ½-in. rubber tires. Enameled red.

**79 V 8376—Mailable.** Shipping weight, 9 pounds....**95c**

## Shaped Hobby Horse on Stand

*Regular $10.95 Value*

Ride 'em cowboy! Hardwood horse neatly cut out and shaped. Mane and tail; imitation leather bridle and saddle. Gaily decorated in dapple gray, gleaming red nostrils, black hoofs. Metal stirrups. Web reins, strong hardwood stand, braced and bolted. Size over all, 34 in. Saddle 18½ in. above floor. Horse rides on tubular steel frame, fastened to steel swing rods. **Unmailable.** Shpg. wt., 30 lbs.

$8.48

**79 VM 7589**.....**$8.48**

## New Motion Swinging Horse

*Priced to Save You $1.00*

**A slow, gentle motion. Horse** of plywood, ¾-inch thick, with comfortable wood saddle **17 in. above floor.** Nicely decorated in white, red and black, mounted on metal braces. Wood footrest fixed to metal swing rods. Red enameled wood stand; **length over-all, 32½ inches. Width, 14 inches. Height over-all, 23 inches. Mailable.** Shipping wt., 19 lbs.

$3.98

**79 V 7553**.....**$3.98**

## Tom Mix and Tony Rocker

*Regular $5.00 Value*

Exact reproduction of the famous movie star's famous horse, Tony. Big enough for boys, **ages up to 6 years.** Tom Mix lariat included. **Seat is 19½ inches from floor,** rockers 40 inches long. **Made of ¾-inch, 8-ply wood.** Strong web bridle rein. Attractive white, yellow and red enamel. **Mailable.** Shipping weight, 13 pounds.

$3.98

**79 V 7584**.....**$3.98**

## Health Rider

*At ½ Savings!*

For kiddies up to 80 lbs. Shaped wood seat, 13¾ x 6½ in. on 18¾-in. auto spring steel frame. No pinched fingers. Adjustable footrest. Green enameled **round 1-pc. steel base, 34½ in. long, will not upset.** Horse's head of wood nicely decorated. Height **over-all, 25 in. Mailable.** Shpg. wt., 15 lbs.

$2.59

**79V7518.** **$2.59**

## 28-In. Wood Stick Horse

*Worth twice our price!* Bells on strong cloth rein tinkle merrily. Chime on steel wheels.

39c

**43 V 6414**—Shpg. wt., 1 lb. 13 oz. **39c**

## New Kiddie Yipp

*$4.00 to $4.50 Value*

A walking horse! Baby's bobbing up, down, automatically propels it forward 20 in. at each stroke. Steer with feet. 34½ in. long. Red and green finish. Hard rubber wheels. Wood seat, adjustable for children 2 to 5 years. **Mailable.** Shpg. wt., 13 lbs.

$2.98

**79 V 7555** **$2.98**

SEARS ✓ PAGE 25

# "EVEN BETTER THAN NEW!"

**Sears New Discovery Makes 1937 Stock Farm Most Modern Ever Offered . . . No Price Increase Over 1936 Low Price**

# 98c

FOUR STAR FEATURE

**Inside Back Wall Decorated**
Windows on 2 walls cut out to light inside of barn and 4-wing, barn door adds more play value.

**New Style Stanchions**
Just like real ones! It's fun to round up the cows—play it's milking time. They're easily set up on stands.

**New Sliding Feed Trough**
It's the latest on the "up-to-date" farm. 1⅛x2¾x2⅛ in. deep. Use a piece of your own string and you can slide feed trough any distance.

## 64 Pieces—New, Better Barn Than Ever

Thanks to a thrilling new discovery . . . new, 3-ply, wood center fiber lined board; more flexible than regular wood nails cannot split it—colors on it look much brighter and last longer. Sears are able to offer something finer than you've ever seen before in a toy stock farm at any price!

- **A Round Gothic style roof barn**—With dormer windows, large 4-wing barn **door that actually opens—cut out windows** on front and back wall.
- **A roomy feed conveyor** you can set up in a jiffy. All you need is a piece of string to fasten to a pole and side of barn.
- **Extra large stanchions.**

Sears 1937 stock farm is more interesting, far better looking than any in the past—yet it costs no more, despite rising costs of production. Just look at these features:

1. **Sears new, large, set up barn** with new green roof and features described above. **Size, 16½ in. long, 14⅝ in. high to** top of windmill—**5⅛ in. across eaves.** With tool shed beside it, has **frontage of 28 in.** Beautifully colored in red with black and white trim on a stone effect foundation. Decorated inside back wall. Stanchions (see left). Ends and bottom heavy wood; sides and roof of the new 3-ply, wood center fiber board.
2. **44 practically unbreakable new,** 3-ply, wood center, fiber board people, animals and other familiar farm articles cut out true-to-shape. Not just blocked out. Printed on both sides, all have stands. (Farm wagon 5⅛ in. long)
3. **10 pc's. interlocking cardboard fence,** about 6 feet long.
4. **Two 18-in. colored cardboard silos,** easily set up.
5. **2-ply wood center, fiber lined, board buildings and feed trough;** chicken coop, open tool shed in red and green colors, black printed details. Tool shed, 4½x3⅜x4 in. high, others in proportion. Easily set up.

Sears 1937 stock farm has more play value than ever; it's so real children will actually live the life of a farmer. Figures will not crack like cardboard. The whole family will enjoy it.

**79 V 6453 4-Star Farm.** Shpg. wt., 7 lbs. ..... **98c**

Sears PAGE 26

OTHER TOYS IN SEARS BIG CATALOG

# DAD'S BIG FARM"

FOUR STAR FEATURE

NEW!

Five Authentic Miniatures of Sears Famous Graham-Bradley Farm Machinery . . . Unbreakable, Educational, Safe Toys

**59c**

## The New Toy Tractor Leads Kiddies' Implement Parade

Ask Dad, he'll tell you that a farmer is only as good as his equipment and that there is none better than Sears Bradley. As for the new Sears Graham-Bradley Tractor, it's just the best there is. Streamlined and everything! So don't miss this grand opportunity to equip your toy farm with the most unique set offered, consisting of the 5 most important pieces needed for a real up-to-date farm. **Made of almost unbreakable rubber.** Here they are:

1. **Graham-Bradley Tractor—4⅝x2⅛x2¾ inches over-all.**
2. **Trailer, 5½x2⅛x2¾ inches over-all.**
3. **Disc Harrow, 4½x3x2¼ inches over-all.**
4. **Double gang plow, 4¾x1⅝x1¾ inches over-all.**
5. **Manure spreader, 4⅝x3⅛x2⅛ inches over-all.**

The perfection of a new process by one of our own manufacturers, not only makes these toys possible, but enables us to offer them at a ridiculously low price. Toys that actually move on easy rolling rubber wheels—a whole year of fun, a whole dollar's worth of play value, for only 59c. There is no end to the combinations the hook-ups, the variety these toys offer. Each accessory can be hooked to the tractor. All packed in colored box which can be easily set up as an implement shed. 11¼x5x5 inches. To have a complete farm, buy our Stock Farm on opposite page. Shipping weight, 2 pounds.

**49 V 6456—5-Piece Outfit** ..... **59c**




# UNBREAKABLE, SANITARY RUBBER ANIMALS

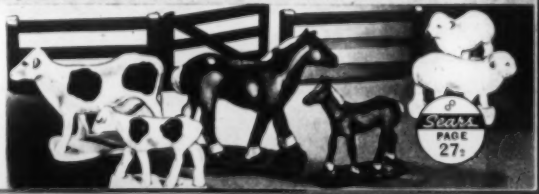
## 7 Life-Like Pieces

**Add these life-like, perfectly shaped animals to your own toy barn.** Mothers! You can't buy a better toy for little tots—**molded from sturdy rubber,** almost unbreakable, nice soft surfaces, no corners or edges to scratch tiny fingers or polished furniture. Sanitary, washable. The ideal toys for little tots. Horse, 3¾ inches long; colt, 2⅛ inches long. 2 sheep, cow and calf in proportion, exceptionally life-like in shape. 11-inch section of rubber fence with gate that opens.

Shipping weight, 1 pound 2 ounces.

**49 V 6412** ..... **49c**

**49c**



BARGAIN SAVE $1.50

$4.48 12-Inch Front Wheel

## New Streamlined Tubular

**Ball bearing front wheel.** Adjustable streamlined steel handle bars, rubber grips and pedals. Steel step plates welded to rear axle. Strong wire spoke wheels. ¾-in. rubber tires. New flared fender over front wheel. Adjustable metal spring saddle. Red and ivory enameled, baked-on finish. **All mailable.**

| Cat. No. | Front Wheel Diam. | Cranks to Instep Adj. | Shpg. Wt. | Price |
|---|---|---|---|---|
| 79 V 8713 | 12 inches | 17 to 18½ in. | 17 lbs. | $4.48 |
| 79 V 8713 | 16 inches | 19½ to 21¼ in. | 21 lbs. | 5.45 |
| 79 V 8713 | 20 inches | 21¾ to 23 in. | 25 lbs. | 6.48 |

YOU SAVE ABOUT 30%

$2.19 10-Inch Front Wheel

## Usually Sells for $1.00 to $1.50 More

Built to take all the punishment that a youngster of today is bound to give it. Sturdy 1-piece steel frame. Strong wire spoke wheels. **Ball bearing front wheel.** Embossed red enameled frame with formed step plates over rear axle, ivory color wheels and handle bars. **Adjustable steel saddle.** Big ¾-in. rubber tires, rubber grips and pedals. Small size has plain bearing wheels and ¾-in. tires. A typical Sears Christmas bargain. **Measure child from crotch to instep.** Your choice of 3 sizes. **All mailable.**

| Cat. No. | Front Whl. Diam. | Crotch to Instep Adj. | Shpg. Wt. | Price |
|---|---|---|---|---|
| 79 V 8673 | 10 inches | 13½ to 15½ in. | 11 lbs. | $2.19 |
| 79 V 8682 | 12 inches | 15½ to 17½ in. | 12 lbs. | 3.08 |
| 79 V 8683 | 16 inches | 18½ to 20½ in. | 19 lbs. | 3.98 |

## New 2-Wheelers

*Air-Filled 3-in. Tires*

$15.95

20% saving! Like a big bike. For children 5 to 10 yrs. Tubular steel frame. Ball bearing pedals, 14-in. wheels. New "V" type fenders. Bicycle spokes. Adjustable handlebars. Bell. Tronel coil spring saddle. Parking stand. Maroon and ivory finish. Shipping wt., 15 lbs. **Mailable.**

**For Boys** (as shown) **79 V 8647 ... $15.95**

**For Girls** (Girls' frame) Blue, ivory finish. **79 V 8648 ... $15.95**

## Parkcycle

*With Coaster Brake*

Same as above but no straddle bar. See picture at left. Easier for little tots to mount. 12-in. wheels. 1¾-in. solid tires. Shpg. wt., 30 lbs.

**79 V 8698 $16.69**

**Similar to 79 V 8690.** Plain bearing wire wheels. 1-in. tires. No brake, fenders or bell. Single seat saddle. Red finish. Shipping wt., 25 lbs.

**79 V 8674 $9.95**

## DeLuxe

Regular $7.50 Value. Ball bearing disc steel wheels with big, 10x2¼-in. ALLSTATE air-filled tires. Running board of 1-piece auto fender steel forms mudguard over front wheel, **rubber foot mat.** Bicycle bell. Steel parking stand. Brake. Enameled cherry red, black trim. 38 in. long.

Shipping weight, 15 pounds.

**79 V 8846 $5.49**

## Save 1/3!

New streamlined **fenderette fork and rear fender.** All steel footboard with rubber mat. 8¼-in. disc steel roller bearing wheels, ¾-in. rubber tires. Rubber grips. Electric horn, button on handlebars. Parking stand. Maroon frame, ivory wheels. 45 in. long. Shipping weight, 15 pounds.

**79 V 8838 $3.69**

## Bargain

Streamlined **fenderette fork** and **fork handlebars** and 1-piece platform of auto fender steel, rubber foot mat. 8¼-inch disc steel **roller bearing wheels.** ¾-in. rubber tires. Length, over-all, 33 inches. Frame and fork finished in bright red. Wheels in ivory. Shipping weight, 13 pounds.

**79 V 8839 $1.98**

**For Tiny Tots ... JUNIOR SKI AND POLE SETS ... For Little Fellows**

**Skis, 24 inches long.** Rubber foot support, adjustable web straps. Two hardwood poles, 36 inches long, with hand cord and snow guard. Mahogany finish. Shipping weight, 3 pounds.

79 V 8311 **89c**

Skis, 42 inches long of tough grain hardwood. Grooved bottom. Natural colors, red trim. 1-in. wide toe straps with buckle. Two poles, 42 in. long with leather hand loop, snow guard.

Shipping weight, 6 lbs.

**79 V 8318 ..... $1.69**

**Safe for the Kiddies**

Bob skates. Double runners protect little ankles. Nickel plated steel; adjustable from 5⅜ to 7⅛ in. Web straps with buckle.

Shipping weight, 1 pound 7 ounces.

**49 V 8317 — Pair. 45c**

**For Boys or Girls**

**Real skating skates,** 12½ in. long, of hardwood. Adjustable heel plates to fit child's shoes 9 to 12 in. long. Web straps.

Shipping weight, 1 pound 4 ounces.

**49 V 8314 — Pair. 79c**

TESTS PROVE FRAME HOLDS 6 TIMES WEIGHT OF CHILD

# Brand New!

## Full Ball Bearing Redbird Jr.

$6.95 12-Inch Front Wheel

**Biggest Scoop in Years!** Youngsters are wild about it. Parents acclaim its beauty of design and now our Laboratory tests show it will hold 6 times the weight of the average child.

Think of it! Without losing one iota of beauty or grace! Rugged, bull dog strength, because the newly designed tubular frame is welded, the strongest type of construction known. Back step plates, stamped from one piece of steel, supported 1000 lbs. without weakening. Yet there are no cross bars to interfere with little legs. Graceful, streamlined nose just like the latest motor cars—with the name Redbird Jr. embossed on it.

***That Plus All These Other Features:***

**● New Sears design, crown type front fender . . . New, large Sears design, enameled hub caps . . . Colorful dummy instrument panel . . . Troxel adjustable saddle mounted on concealed springs . . . Solid rubber, 1¾-in. non-skid tires . . . Extra long wheel base for plenty of leg room . . . Rear wheels wide apart to prevent tipping . . . New, streamlined adjustable nickel plated tubular steel handle bars with streamlined rubber grips . . . Streamlined tear-drop shape rubber pedals . . . Strong steel spokes.**

Finished in beautiful bright red baked-on enamel with ivory color decorations. **Measure child from crotch to instep. All Mailable.**

| Catalog Number | Front Wheel Diameter | Crotch to Instep Adjustable | Shpg. Wt. | Price |
|---|---|---|---|---|
| 79 V 8721 | 12-inch | 17½ to 19 in. | 24 lbs. | $6.95 |
| 79 V 8725 | 16-inch | 20½ to 22½ in. | 29 lbs. | 7.95 |
| 79 V 8729 | 20-inch | 22½ to 24½ in. | 33 lbs. | 8.95 |

**Speed Meter for Velocipedes, Two-Wheelers**

**Stewart-Warner!** What a thrill to think you are going 50 miles an hour when you are only going 5 or 6. Meter geared up to show high speeds. Easy to attach. Shpg. wt., 1 lb.

**79 V 8720**—Will not fit over large front fenders 69c

# FOR OTHER BIKES SEE BIG CATALOG

## 30% Savings! Tubular Bikes Ball Bearing Front Wheel

Priced no higher than ordinary split frame bikes, these tubular steel bikes are far stronger and much better looking. Strong, spoke wire wheels with **¾-inch rubber tires.** Comfortable **adjustable steel spring saddle.** Streamlined rubber pedals and grips. Frame, fork finished in striking green enamel; ivory color wheels, streamlined, nickel plated handle bars.

$3.39 12-Inch Front Wheel

**For all velocipedes, measure child from crotch to instep.** Choice of three sizes. **All sizes Mailable.** Shipping weights, 15 lbs.; 19 lbs.; 22 lbs.

| Catalog Number | Front Whl. Diameter | Crotch to Instep Adj. | Price |
|---|---|---|---|
| 79 V 8647 | 12 inch | 16 to 18 in. | $3.39 |
| 79 V 8648 | 16-inch | 18 to 20 in. | 4.19 |
| 79 V 8649 | 20-inch | 21 to 23 in. | 4.98 |

De Luxe Redbird Jr.

## Regular Bicycle Construction

**Finest money can buy!** Same construction and design as our famous Redbird Jr. above, except with real cadmium plated rust-proof bicycle spokes in wheels and genuine bicycle type Troxel saddle, mounted on double coil nickel plated springs. Large nickel plated bicycle bell. Beautifully finished in red enamel with ivory color trim. Solid rubber 1¾-in. non-skid tires. **All Mailable.**

$8.95 12-Inch Front Wheel

| Catalog Number | Frt. Whl. Diameter | Crotch to Instep Adjustable | Shpg. Wt. | Price |
|---|---|---|---|---|
| 79 V 8743 | 12-inch | 17½ to 19 in. | 24 lbs. | $ 8.95 |
| 79 V 8742 | 16-inch | 20½ to 22½ in. | 29 lbs. | 9.95 |
| 79 V 8741 | 20-inch | 22½ to 24½ in. | 33 lbs. | 10.95 |

# REAL "HE" BOYS

## WILL GET A KICK OUT OF THESE!

### Usual $1.25 Value

*Tough as Nails*

**89¢** For long punts, bullet passes, smashing line bucks, here's the ball! Why? Because, it's built of a special, pebbled grain, extra heavy, artificial leather that will hold its shape and will not scuff. In fact, it's longer wearing and more durable than split leather. Complete with strong, **VALVE TYPE** bladder, leather lace and inflating needle. Shipping weight, 1 pound 4 ounces.

49 V 5591 89c

**Metal Pump at Left**

For inflating all footballs and basketballs. Illustrated. Shpg. wt. 9 oz.

49 V 5502 19c

### Football and Pump

*At Usual Price of Ball*

**59¢** "Gee! A beauty, a bargain, too!" Durable side valve type artificial leather football and pump at usual price of football alone. Will stand all the kicks and hard play the little fellows can give it and outlast higher priced split cowhide. Complete with sturdy rubber bladder, leather lace, 8½-in. metal pump and inflating needle. Shipping weight, 11 ounces.

**Bargain Outfit**

49 V 5590 59c

### You Save 30%

**69¢** **Fielder's Glove, Hardwood Bat, Horsehide Cover Ball.** Ideal gift for future big-leaguers. Genuine horsehide cover **baseball.** Heavy hardwood bat, 29 in. long for extra base hits. The hot ones are made easy with this sturdy fielder's glove with leather palm, padded palm and fingers. **To be worn on left hand only.** Shipping weight, 2 pounds.

49 V 5530 3-Piece Outfit. 69c

### Playground Ball

**29¢** **For steady, hard play.** 12 in. around inseam. In size and construction it's like softballs used by the "Pros." Tough genuine leather cover, left uncut. Shipping weight, 7 ounces.

49 V 5501 29c

### 5-Piece $1.50 Value Outfit

"Put up your dukes, Dad, and let's go a couple of rounds." Just the thing to keep youngsters from 2 to 5 alert and confident. Gives them the healthful exercise all growing boys need. Four well padded, laced canvas gloves with leather trim. Tough, pear shape, artificial leather, smaller punching bag inflates to 25 inch circumference. Complete with rubber bladder which alone is **worth 25c**; also included is sash, cord and screw eyes for hanging bag. Shipping weight, 1 lb. 6 oz.

**$1.00**

49 V 5519 - 4 Gloves and Bag $1.00

**12-in. Bag; Platform**

Artificial leather punching bag, rubber bladder, 17⅞ in. platform. Screws for attaching.

79 V 5522 - Shpg. wt., 6 lbs. $1.49

**$3 Value Upright Bag**

No wall, ceiling space. Wood stand, spring steel rod, artificial leather bag. Rubber bladder.

79 V 5959 - Shpg. wt., 5 lbs. $1.98

### Save on Gift Toys at Sears

### Cowhide Leather

*Stem Type Bladder*

Yes, it's a deluxe model and yet you'll wonder at the price! Built sturdily for hard play. Play basketball to build muscle, acquire speed. Good quality split cowhide basket ball about 28 inches around and 2-piece, stem type rubber bladder. Complete with durable lace and needle. Shipping wt., 12 oz.

**$1.29**

49 V 5536 $1.29

### Artificial Leather

*Valve Type Bladder*

Priced low so every youngster can have one! **A Valve type** basketball about 28 inches around that can "take it." Season after season it holds its shape and won't scuff. Two-piece, **handmade,** valve type rubber bladder, leather lace, and inflating needle. Shipping weight, 12 ounces.

**98¢**

49 V 5565 98c

### New DeLuxe Basketball Outfit

*Play at Home for Fun and Exercise*

Valve type artificial leather basketball, about 28 in. around. 2-pc. rubber bladder, leather lace, inflating needle. Two 17-in. baskets, cord net, pump, clips, screws included.

49 V 5535 Shpg. wt., 5 lbs. **$1.89**

**Bargain Outfit — Stem Type Ball**

Two, 12½-in. **steel frame baskets,** cord net, clips, screws. Artificial leather ball 28 in. around. Rubber bladder.

49 V 5538 Shpg. wt., 2 lbs. 9 oz. **$1.19**

49 V 5539 **Baskets Only.** 15½-inch size. Shpg. wt., each 1 lb. 2 oz., two, 2 lbs. 8 oz.

Each 35c 2 for 69c

# FREE!
## $3.25 ELECTRIC HORNLITE
WITH EVERY BIKE



**SEARS EXCLUSIVE FEATURES**

# AIR-COOLED BRAKES... ALEMITE LUBRICATION



## Sears Streamlined Sport Models

• Electric Hornlite is made in one compact unit to serve both as a headlight and as a horn! Beautifully finished in aluminum color. Handy light and horn switch on front of 4-cell battery case (flashlight cells not included, see 20 V 1401 listed on Page 34.)

*Enormous Christmas Savings!* Bicycles are equipped with all exclusive Sears features plus $3.25 Hornlite shown above at no increase in price over same bicycles shown in our Big Catalog. Opalescent, light-reflecting colors. Finest ALLSTATE balloon tires, 26x2⅛-in. with inner tubes. Full size, streamlined doublebar frame adjustable from 29 to 34 in. seat to pedal. Sears exclusive seat mast. Extra wide chrome plated mudguards with long front. Chrome plated saddle springs, truss rods, rims and chain guard. Sears exclusive reflector. ...

See Page 5 for Easy Terms

**$27.95 Cash** — ONLY $3 DOWN

**FOR BOYS and MEN**

Choice of **Red** or **Gunmetal**, each with **Ivory trim.** Brilliant, gasproof enamel. *State color.* Shipping weight, 66 pounds.

**6 VM 5079** — Cash Price ..... **$27.95**

**FOR GIRLS and WOMEN**

Like 6 VM 5079, no curved seat mast. **Pearl** with **Sapphire Blue trim**, or **Sapphire Blue** with **Ivory trim.** *State color.* Shpg. wt. 63 lbs.

**6 VM 5080** — Cash Price ..... **$27.95**

## NO GIFT LIKE A SEARS BIKE

**$22.85 Cash** — ONLY $3 DOWN

See Page 5 for Easy Terms

## NEW Flowline Frame and Curved Rear Fork

• Equipped with Sears exclusive air-cooled coaster brake, also famous Alemite Lubricating system—Alemite gun included.

*Greatest Christmas bargain we know of!* Full size Crusader balloon tires, 26x2⅛-inch with inner tubes. Extra wide, heavily enameled mudguards with long front. Chromium plated handlebars, Lobdell Emery rims and coaster brakes. Truss saddles. Full size double bar frames, adjustable from 29 to 34 in., seat to pedal.

**Boys' and Men's**

Newest flowline frame. **Red** or **Black**, both with **Ivory trim.** *State color.*

**6 VM 5028** — Shpg. wt. 63 lbs. Cash **$22.85**

**Girls' and Women's**

No flowline frame or curved fork. **Blue** or **Black**, both with **Ivory trim.** *State color.*

**6 VM 5065** — Shpg. wt. 64 lbs. Cash **$22.85**

FOUR STAR FEATURE

# $9.69 FREE! WITH AUTO GOGGLES AND HELMET

## Save $3.00 on This New Streamliner

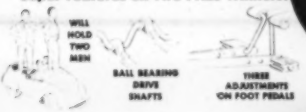
You can bet all the gang will be green-eyed when they see you in this big car. Its classy lines gracefully show its sturdiness and smooth flowing beauty like that of the newest motor cars. Built to last for many a happy tour. Goggles and helmet free with this auto.

**For Tots Up to 7 Yrs.**

Heavy auto-fender steel body and beautifully sweeping fenders are one-piece to give strength. Sports model windshield. Streamline radiator ornament adds a touch of quality. Such features as ball bearing drive shafts, adjustable rubber pedals, seat pad, new type double bar bumper, insure comfort and longer life. Dummy headlights and gleaming red baked-on enamel finish. Artillery type roller bearing, 9½ inch double disc steel wheels, with ⅝ inch rubber tires. Large dome hub caps. Length, 42 in.; width, 17 in. Shipping weight, 37 pounds. **Not mailable.**

**79 VM 8954 Complete. $9.69**

**Super Features on Two Prize Winners:**




## Hotter'n Hot!

*And Boy! What a Price!*

**53-inch supercharger!** Newest thing on wheels designed by America's foremost auto designer. Gleaming ivory color exhaust pipes set off the fine, aristocratic Dubonnet (maroon) baked on finish on body and sweeping fenders.

**For Kids Up to 10 Yrs.**

Double bar bumper, new style windshield, colorful dummy instrument board, dummy headlights, 10-in. roller bearing artillery wheels, ¾ in. rubber tires, large dome hub caps. Fiber covered seat, bulb horn. Enjoy a **cushioned ride** with the ball bearing drive shafts, spring type chassis. Adjustable rubber pedals. 53 in. long, 18 in. wide. Shpg. wt., 62 lbs. **Not mailable.**

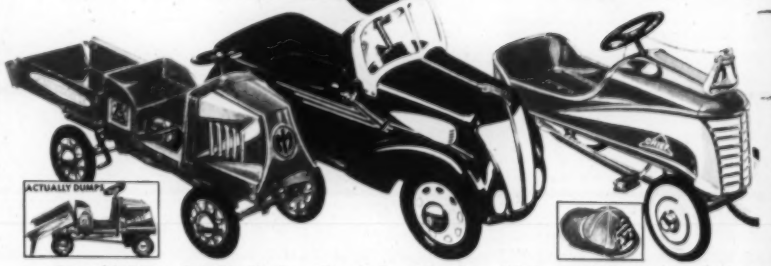
**79 VM 8956 $14.95**

*$20 Value*

**$14.95**



SHOCK ABSORBING REAR SPRINGS






## Save $2.00 on This Big Mack

*44½-In. Real Dump Truck—For Tots Up to 8 Yrs.*

With all the road building going on you'll need a big dump truck like this to get your share of the business. And here's a truck that "can take it"—heavy steel throughout. **Every inch a Mack** with big dump box, 18 in. long, 14 in. wide, 5 in. deep. Large dome hub caps on 8½ in. steel artillery wheels, with ⅝ in. rubber tires. Finished in red baked-on enamel, nicely decorated. Adjustable rubber pedals, **spring type chassis absorbs all jars.** 44½ in. long, 20 in. wide. **Mailable.** Shpg. wt., 18 lbs.

**79 V 8960 Big Mack $7.98**

$7.98

## Sports Roadster Save 25%

*All-Steel 1-Pc. Body—For Tots Up to 6 Yrs*

A car that any young motorist will be proud to own! **Just as strong as it is good-looking** because **body** and **fenders** are **all steel in one piece.** Finished in attractive Dubonnet (maroon) baked on enamel with contrasting ivory striping. Completely fitted with such accessories as fancy radiator ornament, latest, divided type windshield, bulb horn, and dummy streamlined lights. 8¼ in. steel artillery wheels, ⅝ in. rubber tires, 45½ in. long and 15½ in. wide. Rubber pedals. **Mailable.**

**79 V 8953** Shpg. wt., 30 lbs. **$7.48**

$7.48

## Fire Chief Auto and Hat

*A $7 Value. For Tots Up to 5 Yrs.*

Clang! Clang! Make way for the young fireman. The nickeled bell clanging with every pull of the cord will stop all side-walk traffic and the flashing real fire-engine red, all steel body will attract every eye. And think of it! **A fire chief hat free with every car.** Sturdily built for years of alarms—size overall, 34½x18 inches. 8½ inch double disc steel wheels, ⅝ inch rubber tires. Rubber pedals. **Mailable.** Shipping weight, 27 pounds.

**79 V 8952 $5.48**

$5.48

## NO GUESSWORK

It took 2,995 lbs. of crushing weight to do this to our Road Master in our Laboratory. That's strength!

## Special!

### Nothing Like It at the Price

*Regularly Sold for $3.50*

- Full ball bearing wheels.
- Big, ¾-inch non-skid rubber tires.
- Full size steel body, 23½x15 in.
- Patented nonwobble bolster.

$2.19

No penny pinching, no skimping here to build to a price. It's honest value! This "Silent Road King" has 20 steel ball bearings in each wheel for extra speed, easier coasting. 8-in. sturdy double disc, red enameled steel wheels, large hub caps. Steel braces, tubular steel handle, grip. Reinforced, embossed bottom, sides. Red baked on enamel finish. Shipping weight, 26 lbs.

**79 V 7633** Mailable . . . $2.19

## Talk About Value!

*Here It Is! Four Great Big $$$$ Worth* $2.59

Just check these features and you'll be convinced:

- Ball bearing, auto spoke wheels.
- Extra large and deep all steel body, 32½x15x6½ inches.
- Reinforced, embossed bottom, sides.
- Patented front bolster for easy steering.

20 large, polished steel ball bearings in each wheel to give a smooth, gliding ride and assure extra speed, longer coasting, effortless pushing. 9⅛-inch, 12-spoke double disc steel wheels are spot welded like motor car frames for super strength, ¾-inch non-skid rubber tires. Tubular steel tongue. Red baked-on enamel finish, ivory color stripes on wheels. We'll tell the world it's a big buy. **Mailable.**

**79 V 7634** Shpg. wt., 31 lbs. **$2.59**

**FLASH!** For SPECIAL WAGON TRAILER and 3-in-1 BALL BEARING TRUCKS . . See Our General Catalog

## NEW . . . Buckboard Racer

*$7.50 Value*

$4.98

**Boy! It's 45 inches long** (the usual wagon is 33 in. long) and it's sleek, speedy and different with its streamlined, hardwood sled top, cadmium plated and polished heavy steel airplane type front nose, and its flashing chrome plated tubular steel tongue with "D" grip. The heavy steel under gearing is brightly enameled in a silvery color, braced to take a lot of punishment. Roller bearing 9½-in. spoke wheels, with 1-in. rubber tires, large nickel plated hub caps. It sure is a dandy racer. Length over-all, 45-in. Top, 41¼-in. long; width, at widest part 14 in. tapering to streamlined tail 12½ in. wide. Top finished in natural with red and yellow decorations. Wheels, red, black and silvery colors. Shipping weight, 28 lbs. **Mailable.**

**79 V 7642** Buckboard Racer . . . . . $4.98

## NEW . . . Streamlined Sky Clipper

*$7.50 Value*

$4.98

The very last word in modernistic design. For all around beauty, ease of handling and capacity, we haven't seen its equal. A handsome, big, roomy wagon, 41 inches long, 18¼ inches wide at the widest part, with all the enduring strength and beauty of an all steel 1-piece body. **No parts are welded or creased.** Just note the beautiful embossed streamlined rounded front and rear fenders, and the strong steel undergearing! 8-inch roller bearing double disc steel wheels, ⅞-in. rubber tires. Beautifully finished in red baked-on enamel with yellow striping. **Mailable.**

**79 V 7643** Sky Clipper Shpg. wt., 41 lbs. **$4.98**

# ROOTIN' SHOOTIN' TOYS

## "Sub" Fires—Battleship Explodes

Load gray, 7½-in. submarine with torpedo, cruise into firing position, aim, shoot! Bang! Spring lifts battleship's deck, funnels, etc. high into air. Reassemble for another attack. Colorful 13½-in. battleship. Both ships built of wood.

49 V 5633—Shipping weight, 2 pounds..... **89c**

## New! Disappearing Coast Defense Gun

Up it springs! Bang—goes the projectile—down comes the gun to rest again. Big 12¼-inch steel gun mounted on 15-inch base. Use carton as fort. Six wood projectiles included. Release trigger cord, gun automatically rises over top of fort, fires, recoils and disappears.

49 V 5660—Shipping weight, 2 pounds..... **89c**

## New 31-Inch Television Rifle

*Noiseless—Harmless—Dandy Accuracy*

First toy Television rifle to project target on wall like movie. Pull trigger, hit shows on target . . . no corks, darts, bullets. Bulb and 1 target furnished. 2 flashlight batteries needed (see below). Wood stock, steel barrel.

49 V 5610—Television rifle. Shpg. wt., 2 lbs. **$1.59**
49 V 5611—30 Targets. Shpg. wt., 1 oz. **10c**
20 V 1401—Flashlight Battery. Shpg. wt., 6 oz. ea. **4c**

## Original Auto-Magic Picture Gun

*Each Shot a New Picture*

It shoots pictures, not bullets, on any flat surface. Automatic. Metal. About 6 in. long—Projector, bulb, 2 batteries and film of 28 views. Just aim gun, focus, pull trigger, and repeat. Shipping weight, 1 pound.

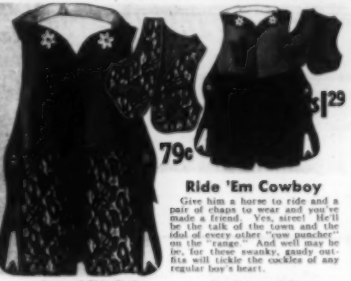
49 V 5603—Projector..... **89c**
49 V 5604—Three films Shpg. wt. 4 oz. **19c**

## Double Barrel—Wood Stock

*Corks Enclosed*

Has cowhide leather shoulder strap. Break action. Two triggers. Each steel barrel pops separately, making loud report. It's real sport to "break" gun to load it, aim, pull trigger, a loud pop—then shoot second barrel, another report. Corks can't get lost. Gun, 28 in. long over all.

49 V 5651—Shpg. wt., 2 lbs. 4 oz.... **45c**



## Ride 'Em Cowboy

Give him a horse to ride and a pair of chaps to wear and you've made a friend. Yes, sirree! He'll be the talk of the town and the idol of every other "cap puncher" on the "range." And well may he be, for these swanky, gaudy outfits will tickle the cockles of any regular boy's heart.

**$1.29**

**79c**

### Leopard Skin Design

*Regular $1.69 Value*

Cotton leggings, trimmed with leather-like cotton suede, tops of cotton suede, vest decorated to match. **Even sizes only, 4 to 14 years. State age.**

49 V 5692—Shpg. wt., 1 lb. 13 oz. **79c**

### Fur Trimmed Chaps

*Regular $2.00 Value*

Real fur leggings. Cotton suede cloth top. Wide scallops, trimmed. Belt. Suede-like cloth vest; pockets. Holster pocket. Assorted. **Even sizes only, 4 to 14 years. State age.**

49 V 5694—Shpg. wt., 2 lbs. **$1.29**

## Texas Ranger 9-In. Holsters

**$3.25 value.** Two, 8-in. steel dart guns; 2 rubber suction cup darts. Leather holsters and belt. Conchas, leather strips. Cowboy scenes, emblems.

49 V 5647—Shpg. wt., 1 lb. 14 oz. **79c**

## 3-Piece Set

35c value. Steel, 6¾-in. clicker gun. 7-in. cowhide holster; Belt, buckle.

49 V 5619 **23c**
Shpg. wt., 7 oz.

## 8-Inch Pistol

Shoots suction cup darts (1 inch).

49 V 5682 **10c**
Shpg. wt. 4 oz.
49 V 5683—2 darts.
Shpg. wt., 3 oz.... **5c**

## New 4-Piece Cowboy Set

Western 10-gal. style hat. Sits average boy. 6-ft. lariat; red bandana, 8-in. steel dart gun and dart.

49 V 5691—Shpg. wt., 1 lb. 8 oz. **69c**

## Big 5-Piece Police Outfit

Blue cotton cap, chief emblem; whistle; metal badge; hand cuffs, spring snap; night stick.

49 V 5609—Shpg. wt., 1 lb. 7 oz. **69c**

**94c**

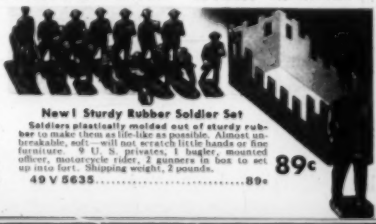
- Windup Motor
- 23 In. Long
- Very Popular

## Marx G-Man "Tommy" Gun

Built mostly of metal. Wood stock, with G-Man pictures. **Windup long running clockwork motor,** pull trigger; **makes rat-tat-tat noise, shoots sparks.** Flint inserted.

Shipping weight, 1 pound 13 ounces.

49 V 5664—G-Man Gun Complete....**94c**
49 V 5787—Two Extra refill Flints. Shipping weight, 2 ounces. Two For.....**10c**



## New! Sturdy Rubber Soldier Set

**Soldiers plastically molded out of sturdy rubber** to make them as life-like as possible. Almost unbreakable, soft—will not scratch little hands or fine furniture. 9 U. S. privates, 1 bugler, mounted officer, motorcycle rider, 2 gunners in box to set up into fort. Shipping weight, 2 pounds.

49 V 5635.....**89c**

**89c**

# HOLIDAY ROUND-UP OF NOVELTY SUITS

## (A) Monte the "Mountie"

• Coat of scarlet cotton twill with brass buttons—epaulets and four pockets. "Mountie" insignia on collar and pocket. Navy blue cotton drill breeches. Brown cotton suede finish puttees. Large tan cotton suede cloth hat. Real leather Sam Browne belt and holster. Large toy pistol.

SIZES: 4, 6, 8, 10, 12, 14 yrs. *State age-size.*

Shipping weight, 2 pounds 12 ounces.

40 V 4389—7-Pc. "Mountie" Outfit..... **$3.49**

## (B) The Flying Lieutenant

• Coat and breeches of tan khaki cotton drill • Two flap pockets • Flyer's insignia • Imitation leather Sam Browne belt and puttees • Helmet and goggles.

Young pilot's outfit! Trim fitting coat and breeches of sturdy khaki drill. Natty Sam Browne belt—and even a pair of goggles to shield your eyes from wind and glare.

SIZES: 4, 6, 8, 10, 12, 14 yrs. *State age-size.*

Shipping weight, 2 pounds 12 ounces.

40 V 4353—6-Pc. Pilot's Outfit **$1.98**

## (C) King of the Range

• Genuine fur front chaps • Plaid cotton flannel shirt • Large toy pistol and holster • Belt • Lasso • Black cotton suede cloth hat • Decorated khaki cotton drill vest • Colorful bandana.

Even your favorite cowboy movie star doesn't wear a finer outfit than this! The chaps are real fur. It's our finest suit.

SIZES: 4, 6, 8, 10, 12, 14 yrs. *State age-size.* Shipping weight, 3 lbs. 8 oz.

40 V 4370—9-Pc. Cowboy Outfit **$2.95**

## (D) Two-Gun Pete

• Brown imitation leather front chaps with two decorated holsters of cotton suede cloth. Plaid cotton flannel shirt • Imitation leather vest to match chaps • Gay Bandana • Two big "six-shooter" pistols • Lasso • Black cotton suede cloth hat.

Bang! Bang! look out for Two-Gun Pete! He's got two big pistols to flourish!

SIZES: 4, 6, 8, 10, 12, 14 yrs. *State age-size.*

Shipping weight, 3 pounds.

40 V 4375—8-Pc. Cowboy Outfit **$2.49**

## (E) Dapper Dan

• Khaki cotton drill chaps with metal spangles, fur and leather trim. Bright plaid cotton flannel shirt.

• Fur decorated cotton khaki vest • Cotton khaki hat • Lasso. • Bandana.

• Large toy pistol and holster • Belt.

Dapper Dan wears a fur trimmed suit that's the envy of the whole corral! Vest has fur pockets—and chaps have fur side trimming.

SIZES: 4, 6, 8, 10, 12, 14 yrs. *State age-size.*

Shipping weight, 2 pounds 12 ounces.

40 V 4366—9-Pc. Cowboy Suit. **$1.89**

## (F) Broncho Bill

• Khaki cotton drill chaps with fancy side trim; elastic waist • Gay plaid cotton flannel shirt • Bright bandana.

• Cotton khaki cowboy hat • Belt, lasso, toy pistol, and holster.

Broncho Bill's outfit costs less, but it doesn't miss any of the trappings a cowboy should have. Chaps have fancy side decorations. Right pieces included.

SIZES: 4, 6, 8, 10 yrs. *State age-size.*

Shipping weight, 1 pound 12 ounces.

40 V 4363—5-Pc. Outfit..... **$1.09**

OTHER NOVELTY SUIT VALUES IN SEARS BIG CATALOG SEARS ✓ PAGE 35

# NONE FINER!

NEW FEATHER-TOUCH TRU-ARC STEERING

**$3.48** 41-INCH

Pat. 1935, by Sears, Roebuck and Co.

## Fastest on Any Slide!

### The Nation's Finest Sled, Sears Fleet Arrow, Again Improved

Sears own Fleet Arrow is much stronger and better looking than ever before. Yes sir! Whether "belly flopping" or tobogganing, here's the sled for you! Because it has: **New turned-up heel runners.** No marred floors, torn clothing or "digging in" when sharp turns are made. . . . **New, shaped, molded rubber handles** on steering bar provide sure-grip . . . **New, flexible, unbreakable steel bar** assures effortless steering. Tests prove 25% less pressure used than on others . . . **Tru-Arc runners** bend from front to rear in one sweep, **thus non-skid speed** is gained and runners track perfectly in snow . . . **Rigid steel runner supports** and heavy RIVETED cross braces for super strength . . . **Cadmium plated steel front** bumper is rustproof . . . **Full length side rails** give stronger, more rigid top.

Hardwood top enameled in red and black. **Spring steel runners. Large size unmailable.**

| Catalog No. | Length | Knees | Shpg. Wt. | Price |
|---|---|---|---|---|
| 79V 8320 | 41 in. | 4 | 13 lbs. | $3.48 |
| 79V 8321 | 47 in. | 4 | 15 lbs. | 4.48 |
| 79VM8322 | 51 in. | 4 | 16 lbs. | 5.48 |

# SUPER SLED VALUES!

FLEXIBLE GROOVED SPRING STEEL RUNNERS

PATENTED SUPER STEERING FOR QUICK TURNS EASY HANDLING

PATENTED KNEES AND RIVETING FOR EXTRA STRENGTH

**$1.79** 40 IN., As Shown But 4 Knees

## Sleeker, Faster . . . Stronger Than Ever

No better quality nationally known sleds cost 50% more. Look at the others and then compare! Beyond doubt the outstanding sled value of 1937 is Sears Flying Arrow. Built to our own specifications by a manufacturer with 45 years experience. And now equipped with new **turned-up heel runners** that prevent torn clothing, scratched floors and "digging in" when sharp turns are made. Extra long hardwood top with brand new red and black decorations that emphasize the snappy speed lines. Extra strong steel front; **spring steel runners;** massive wood steering bar, placed well back; more flexible, easier to steer than lower priced sleds with steering bar way up front. Sizes are overall. (Runners on catalog numbers 79 V 8321 and 79 V 8342 do not have turned-up heels.)

### DOUBLE CROSSBAR SLEDS FOR OLDER CHILDREN

**56-Inch Sled** (As shown) 6 knees. Unmailable.
79 VM 8327
Shpg. wt. 12 lbs. **$2.79**

**45-Inch Sled** As shown but 4 knees. Mailable.
79 V 8326
Shpg. wt. 10 lbs. **$1.98**

**40-Inch Sled** As shown but 4 knees. Mailable.
79 V 8325
Shpg. wt. 9 lbs. **$1.79**

**36-Inch Sled** As shown but 4 knees. Mailable.
79 V 8324
Shpg. wt. 6 lbs. **$1.49**

### SINGLE CROSSBAR SLEDS

**32-Inch Sled** As shown but 4 knees. Mailable.
79 V 8323
Shpg. wt. 7 lbs. **$1.29**

**30-In. Snowbird Special.** 4 knees.
79 V 8342
Shpg. wt. 6 lbs. **98c**

### New 24-Inch Baby Sled

**First to low priced.** Side guards, head rest, back rest, foot rest AND a detachable steel push handle, 34-in. high. Holes for pull rope (rope not incl.). Varnished hardwood top, wood handle; red enameled steel runners. Shipping weight, 7 pounds. **$1.69**
79 V 8303

PULL

PUSH

EASILY HOLDS 5 PERSONS

### Racy 75-Inch Sled

**$5.48**

Exceptional strength was first in mind when we built this speedy sled, **easily worth $8.00!** Extra strong steel knees and special flexible spring steel runners (securely riveted on) will support 4 or 5 persons through many seasons of hard usage. We selected choice hardwood for the top . . . extra sturdy and roomy (20 inches wide), spar varnished to withstand the toughest weather. Strong footrests add to your comfort and safety. Shpg. wt., 24 lbs.

**79 VM 8308—Not Mailable. $5.48**

# NEW TORPEDO ICE SKATES

*Sold by Mail Only by Sears*

- **COUNTER BALANCED**—Double rib front construction plus scientifically placed sole and heel plates equalizes skater's weight.
- **RIGID RUNNERS**—Welded into specially designed channel to hold runners rigid.
- **STRONGER CONSTRUCTION**—New type, all steel, aluminum finish. Reinforcing struts under sole and heel plates make skate practically unbreakable—provide added strength.
- **STREAMLINED DESIGN**—Like the torpedo design of a giant airliner, presenting a new, graceful appearance.
- **SPEEDIER, EASIER SKATING**—Contour of runner has been scientifically shaped to give tremendous speed. Diamond-tested runners take and hold sharp edges.

**$3.39 Pair** Soft Toe

**Greatest Improvement in 40 years!** Full grain black leather shoes. Padded tongue. Web reinforcing. Leather insole, outsole. **When ordering state ½ size larger than street shoe.**

**(A) For Women and Girls**—Soft toe. Full Sizes: 2 to 9
6V1041—Shpg. wt., 3 lbs. 4 oz. **$3.39**

**(B) For Men and Boys**—Soft toe. Full Sizes: 3 to 12
6 V 1040—Shpg. wt., 4 lbs. **$3.39**

**(C) For Men and Boys—Hard Box Toe**
6 V 1042—Full Sizes: 5 to 12. Shpg. wt., 4 lbs. 4 oz. . . . **$3.98**

## Flat Top Hickory Skis

Choice of 4 Sizes **$5.79 Pr.** For Downhill Racing, Slalom

A fine, air dried, second growth hickory ski worth at least 20% more! Dark walnut finish. Rounded top edges. No mortise; made for ski harness, see Sears Big Catalog.

| Catalog No. | Length | Shpg. Wt. | Pair |
|---|---|---|---|
| 6V 8810 | 6 ft. | 7 lbs. | $5.79 |
| 6V 8811 | 6½ ft. | 9 lbs. | 6.49 |
| 6V 8813 | 7 ft. | 11 lbs. | 7.19 |
| 6V 8814 | 7½ ft. | 12 lbs. | 8.79 |

**NEW! HICKORY SKIS for Youngsters!**

*Like Skis Used by Experts but in Children's Sizes*

Flat top, straight grained hickory skis. Beautiful Walnut finish. Foot pad. Mortised, complete with straps.

| Catalog No. | Length | Shpg. Wt. | Pair |
|---|---|---|---|
| 6V 8802 | 4 feet | 3 pounds | $1.89 |
| 6V 8803 | 4½ feet | 3 pounds | 2.19 |
| 6V 8805 | 5½ feet | 4 lbs. 8 oz. | 2.89 |

**$3.98 Pair**

**White Elk Leather Shoes**

Popular girls' and women's satin finish tubular skates! Smartly designed white elk-grained leather shoes, reinforced instep, arch support, leather outsole and insole. Seamless cups, finest tool steel runners. Girls' and Women's Sizes: 4 to 9. **State size.** Shipping weight, 3 lbs. 6 oz.
6V 1039 . . . . . **$3.98**

**22-Caliber WINCHESTER Single Shot Rifle**

**$5.25**

Always a suitable gift for the rifle fan! Carefully bored, 22-inch, round steel barrel with accurate crown muzzle. Chromium plated bolt handle. Military type safety. Positive ejector. Take-down model. Walnut stock. Grooved fore-end. Composition butt plate. Rear sight with elevator; bead front sight. Shoots .22-cal. short, long, long rifle cartridges, regular or high speed. Actual weight, about 5 pounds. Length over-all, 42⅛ inches.
6 V 204—Shipping weight, 7 pounds. . . . . **$5.25**

**$2.87 Pair**

**Nickel Plated Steel Blade**

Full grain black leather soft toe shoe. Inside webbing. Felt sock lining. **State size.**

6 V 1072—Boys' and Men's Full Sizes: 1 to 11. Shpg. wt., 4 lbs. . . . **$2.87**

6 V 1073—Girls' and Women's Full Sizes: 1 to 8. Shpg. wt., 3 lbs. 2 oz. . . **$2.87**

**New Hollywood Thermos Set**

**$4.95** Complete Set

**First time offered** to Sears customers and a **perfect solution to that Christmas gift problem!** The smart, new design is refreshingly different; as a water or liquid container it has no equal for use in the home or office. The pint size THERMOS container, which keeps liquids hot 24 hours or cold 72 hours, is shaped along modernistic lines with silvery gray aluminum outer casing. Tray, and glass drinking cup which fits on bottle as a top when not in use, are colored a deep, rich ruby. Shipping weight, 3 lbs.
6V7309—Complete Set **$4.95**

**Sears Exclusive FLY-A-WAYS**

Brilliantly polished, snappy black wheels. Case hardened wheels. Welded chassis, tubular frame, adjustable, 8 to 11½ in. Key.
6 V 1267—Shpg. wt., 6 lbs. . . . . **$1.98**

# NOMA

## AMERICA'S DE LUXE TREE LIGHT SETS

## Famous NOMA Quality and Maximum Light at Sears Big Savings

Rigid inspection, superior workmanship assure you extra years' service. It's interesting to note that almost 98% of all series sets have eight 15-volt bulbs making a complete 120-volt unit. If an extra bulb is added to an outfit the brilliance of each bulb decreases **one third,** resulting in a dull lifeless tree. We offer three styles to suit your convenience: (1) Series of 8, 15-volt bright bulbs on one 120-volt unit. (2) Latest indoor set with 7 independently burning 110–120-volt bulbs, eliminating the annoying hunt for burned out bulbs. All indoor sets have red bead to hold sockets firmly. (3) New weatherproof, independently burning bulb outfits have new spring sockets preventing bulbs from coming loose. **All sets listed by Underwriters' Laboratories for 110–120-volt A.C. or D.C.**

### Series 8-Light Sets for 110-120-Volt

**Loop Style Cord 59c Value**

Ⓐ Bright lights—long life 15-volt **Mazdas** in assorted colors. Sockets. Wood beads. Extension plug. Shipping weight, 12 ounces.

49 V 6585 ..... 59c

**Straight Line Style Easier to Drape**

Ⓑ 15-volt **Mazdas** give best light, life, economy. Patented middle connector. Outlet plug. Red wood beads. Shipping weight, 14 ounces.

49 V 6567 ..... 89c

### Sets Where Each 110-120-Volt Bulb Burns Independently

**Popular 7-Light Set $1.68 Value**

Ⓒ *Most practical indoor set.* If one bulb burns out others stay lit. Wood beads. Straight line cord. Base and extension end plug. Shipping weight, 14 oz.

49 V 6569 ... $1.39

**Weatherproof Outdoor Set**

Ⓓ *$1.98 Value.* 7 **Mazda** bulbs. Straight or in. Base and extension end plugs. Spring sockets. (Insert). Shipping weight 1 pound 5 ounces.

49 V 6564 ... $1.59

**New! 20-Light Set for Outdoors**

Ⓔ *Weatherproof.* 20 inside colored **Mazdas.** One string. Through-wire, spring contact sockets. Extension connector. Shipping weight 2 pounds.

49 V 6561 .. $3.98

### Real-Lite Bargain Quality Sets — Listed by Underwriters for 110-120-Volt A. C. or D. C.

**Loop Style Set 8 Mazda Bulbs**

*New low price.* Series outfit with 8, 15-volt **American** bulbs. Add-on plug for more sets. Rayon cord. Florist loop. Shpg. wt., 14 oz.

49 V 6588 ..... 49c

**Loop style, 8, 15-volt Imported** bulbs. Cap plug only. (Not shown). Shpg. wt., 12 oz.

49 V 6590 ..... 25c

**7 Independently Burning Bulb Set**

*A typical Sears Christmas bargain.* No hunting for burned out bulbs. Each 120-volt **Mazda** bulb burns independently. When one burns out other 6 stay lit. Cord with end plug for adding more sets, making continuous string from base plug. Shpg. wt., 1 lb.

49 V 6568 ... $1.00

**New Low Price Mazda Outdoor Set**

*Weatherproof.* Seven 110-volt **Mazda** bulbs **burn independently.** Base plug, extension plug for more sets. Shipping wt., 1 lb. 6 oz.

49 V 6556 ... $1.19

**Big Value. As above, but seven 110-volt Imported bulbs.** Shipping wt., 1 lb. 6 oz.

49 V 6558 ..... 79c

**9-Light Series Sets For 32 or 120-Volt**

If you prefer a 9-light series set to the usual standard 8 bright light series set. **Nine 15-volt Mazda** Bulbs on quality rayon cord. Extension plug. Shipping weight, 11 oz.

**For 110-120-Volt**

49 V 6520 ..... 69c

**For 32-36-Volt. Nine 4-Volt Bulbs**

49 V 6521 ..... 69c

**8 Cartoon Faces Loop Series Set 69c**

Eight 15-volt imported bulbs. A quality outfit with loop style American rayon cord. Add-on plug. Kiddies have heaps of fun hunting for Dick Tracy, Kayo, Andy Gump, etc. and then finding them all lit up in different colors on the tree. Shpg. wt., 12 oz.

49 V 6533 ..... 69c

### Mazda Lamps

**3 STYLES.** It's easy to buy the correct bulbs for replacement.

**15-Volt Mazda Bulbs for Series Sets**

Series sets have 8, 15-volt bulbs, making unit of 110 to 120-volts. Comparable sets to 49V6587, 49V6580, 49V6555.

| Cat. No. | Colors | Shpg. Wt. | |
|---|---|---|---|
| 49 V 6588 | 3 Assorted | 6 oz. | 14c |
| 49 V 6581 | 10 Assorted | 11 oz. | 43c |
| 49 V 6587 | 10 All Blue | 11 oz. | 43c |
| 49 V 6579 | 3 Assorted | 5 oz. | 29c |
| 49 V 6586 | 10 Assorted | 12 oz. | 89c |
| 49 V 6578 | 10 All Blue | 12 oz. | 89c |

**Imported 15-Volt Bulbs for Series Sets**

49 V 6549 — 4 bulbs. Shpg. wt., 6 oz. 10c

**110 to 120-Volt Mazdas for Indoor Sets**

Fits Candelabra size base. Bulbs burn independently. Use with comparable sets to Cat. Nos. 49V6569, 49V6568.

| Cat. No. | Colors | Shpg. Wt. | |
|---|---|---|---|
| 49 V 6579 | 3 Assorted | 5 oz. | 29c |
| 49 V 6586 | 10 Assorted | 12 oz. | 89c |
| 49 V 6578 | 10 All Blue | 12 oz. | 89c |

**110 to 130-Volt Mazda Lamps for Outdoor Sets—Intermediate Base—Inside Colored Weatherproof bulbs.** Use with comparable sets to Cat. Nos. 49V5561, 49V6564, 49V6556.

| Cat. No. | Colors | Shpg. Wt. | |
|---|---|---|---|
| 49 V 6595 | 3 Assorted | 5 oz. | 29c |
| 49 V 6597 | 10 Assorted | 12 oz. | 93c |
| 49 V 6594 | 10 All Blue | 12 oz. | 93c |

**110 to 120-Volt Imported Outdoor Bulbs**

49 V 6543—Shpg. wt., 5 oz. 3 for..12c

**Cartoon Bulbs**

15 volts. For series wired sets. Imported. Betty Boop, Orphan Annie, Dick Tracy, Moon Mullins, Kayo and 3 others.

Shpg. wt., 12 oz.

49 V 6592 8 Bulb ..... 39c

**Tree Star Set**

Beautiful 9½-in. silvery reflector tree star 15 heavy cardboard, 3½-in. reflectors, metallic finish, paper covered. Bulb not included. Shipping weight, 7 oz.

49 V 6603 Complete ..... 29c

**8 Reflectors**

Ⓐ *New!* Sparkling silvery Kristolite metal. Colorful designs. About 2½-in. diameter. Bulb not included. Shpg. wt., 8 oz.

49 V 6513 ..... 20c

**7-In. Tree Top**

Ⓒ Beautiful, 5-point, red tinfoil star with three flowing 3-foot blinker garlands. Shipping weight, 5 oz.

49 V 6502 ..... 21c

**3½-In. Tree Top**

Ⓑ Pig Tail star tree top fits in any socket of 110-volt series set. Shpg. wt., 3 oz.

49 V 6512 ..... 21c

**Ⓓ Extension Cords**

Listed by fire Underwriters. Shpg. wt., 14 oz.

**12-Ft. Indoor**

49 V 6516 ..... 25c

**25-Ft. Outdoor**

49 V 6517— Weatherproof. Shipping weight, 14 oz. ..... 49c

## New! 9-Piece Room, Window and Auto Decorations

More impressive than any other decoration combination we have ever seen. A 6-inch bell covered with thick, closely woven red fiber roping with silver and green color trimmings. A 5-point, 8¼-inch star, 8¼-in. diameter window wreath beautifully decorated. Two 9-ft. red and green roping garlands with silvery bells and stars and four, 4-inch diameter auto wreaths. All covered with red heavy fiber roping. The biggest value combination ever offered anywhere. If pieces are bought individually they would cost nearly twice this price. Imported. Shipping weight, 1 pound.

**39c**

49 V 6201—Complete.....39c

## 15-Piece Red and Green Room Decoration Set

Most popular set for years. Four 10-foot garlands about 4¾ inches square; 13-inch bell, eight 5-inch bells. Honey-comb close mesh tissue paper. Two 11½-inch window wreaths with bell. A big value for little money. Shipping weight, 14 ounces.

**39c**

49 V 6220—Complete.....39c

## 23-in. Hanging Decoration

Honeycomb tissue paper wreath, 19 inches in diameter. Beautiful, rich red and green Christmas colors. Folds flat. One 9-inch diameter and four 4-inch diameter tissue bells, which also fold flat. Ideal Christmas decoration. Shpg wt., 5 oz.

**25c**

49 V 6213....25c

## Popular Merry Christmas Bells

Decorate your home with red, close mesh honeycomb tissue paper bells. Merry Christmas band printed on cardboard. Shpg. wt., 1 oz.

12 Bells, 5¾ in. High
49 V 6210....19c
6 Bells, 9½ in. High
49 V 6211....19c

## Electric Candle

For window or table. Height including bulb about 11 in. Use on any 110 to 120-volt current. Red and Green. Imitation candle drips. Shpg wt., 1 lb. 5 oz.

**29c**

49 V 6231....29c

## 8¼-Inch Electric Wreath

Silk chenille wound tightly on frame. Has drip effect candle. 110 to 120-volt current imported bulb. Metallic leaf spray in center. Rubber covered cord with plug for 110 to 120-volt A.C. or D.C. Shpg. wt. 1 lb. 6 oz.

**29c**

49 V 6214....29c

## 18-In. 2-Candle Wreath

Electric, drip effect candles. Quality chenille. Large Christmasy poinsettia and leaf sprays in center. Rubber covered cord with plug for 110 to 120-volt A.C. or D.C. Shpg. wt. 2 lb. 6 oz.

**49c**

49 V 6218....49c

## 11-Light Electric Cross

$1.50 value. Red silk chenille over sturdy frame. 11 bell shaped Mazda lamps set in beautiful lighted effect. For windows, doors. Rayon covered cord. Extension plug. For 110-120 volt A.C. or D.C. Shpg. wt. 1 lb.

**98c**

49 V 6230....98c

## 16-Inch Magnolia Wreath

Usually $1.50. Remember your beloved ones this Christmas. A beautiful thought with this truly beautiful wreath, 1 large and 2 small poinsettias with green and silver color cycas spray, Kuscus and holly berries. Complete with easel stand for cemetery use. Shipping wt., 3 lbs.

**98c**

79 V 6250....98c

## 18-Inch Christmas Wreath

Regular $2.00 Value. Oak leaf and ruscus background beautifully tinted in rich silver and red color bronzes. Complete with easel stand for cemetery use. Full center has 1 large, 2 smaller poinsettias, beautifully bronzed tinted ruscus and thistles. 2 large cycas sprays, green and silver color. Shipping weight, 4 lbs.

**$1.49**

79 V 6251....$1.49

## 21 Inches High

$1.00 Value Poinsettia Plants bring Christmas spirit. Realistic 2 large and 1 smaller artificial poinsettias, green leaves, Stem of holly with red berries. Shipping weight, 2 lbs.

**79c**

79 V 6235....79c

## 180 Ft. 1/16-In. Roping

We pay more to get this full round, fluffy fiber, machine-made roping but it's the best quality known for thickness, texture, color. Fine for room decorations. 180-ft. bundle. Imported. Shpg wt. 3 lb. 7 oz.

49 V 6205—Bright Red..20c
49 V 6206—Bright Green..20c
49 V 6207—New Blue..20c

**20c**



# Cheer-O-Lites

## Old Fashion Cheer With Newest Decorations

## 12-Inch Lighted Holly

New! American made, non-shedding De Luxe wreath of closely woven, gathered imitation holly leaves, with silver color mistletoe berries. Glazed green flowered ornaments. Red drip candle is sprayed with silver color. Mazda 120-volt C-7½ lamp, 4½ feet of cord, 2-way connection plug. Shipping weight, 2 pounds.

**89c**

49 V 6229....89c

## Double Faced Wreath

New and the most beautiful ever! First 2 sided electric wreath to light both room and window. Light gleams through transparent holly and poinsettia designs. Solid metal frame, silvery spangled sprayed surfaces. 10-in. diam. and 1¾ in. deep. Lead wire, add-on plug and 110-120-volt Mazda lamp. Shipping weight, 3 pounds 8 ounces.

**$1.79**

49 V 6240....$1.79

## 10-In. De Luxe Tree

Electric. New and so beautiful! Glittering silvery crystal surface on metal. Christmas symbol perforations throw forth gleams of colored rays. Use on tables, radio, mantelpiece, buffet, any place. 6¼-in. diameter. For 110-120-volt A.C. or D.C. Shipping weight, 2 pounds 6 ounces.

**$1.59**

49 V 6823....$1.59

**NEW** AMERICAN-MADE UNBREAKABLE ORNAMENTS

## At Last! Glittering Beauty
*. . . Combined With Durability*

**29c**

Now, light weight, almost unbreakable! New process pulp balls, bells, cones, etc. Many with fancy decorations. Covered with particles of glass tinsel. Colorful.

**12 Beauties! —Cute Houses**
Average, 2 in. For the small size tree. Shpg. wt., 10 oz.
49 V 6615.. 29c

**59c**

**12 Popular Size! —Popeye Face**
Average size, 3 in. Many shapes. 2 cute Scotties, and a clown, too. Shipping weight, 1 pound.
49 V 6616..... 59c

## 12 Jumbo Size
*Hand Painted*

**69c**

Sizes from 2½ in. to 3½ in. 8 open fa s expansive reflectors. Beautiful colored centers. Alive with sparkle and reflection—hand painted, oblong and round glass balls. Every ornament a beauty by itself. Wide variety. Made in Germany. Shipping weight, 1 pound.
49V6612 Box of 12. 69c

## 12 New Shapes
*For Kiddies' Joy*

**59c**

Average Size, 4 in. Big value. Beautiful glass ornaments: 2 lighthouses, a roly poly, 2 very rare double reflectors, (expensive to make), a snow man and many others. If you want something really different, try these. All hand decorated. Made in Germany. Shipping weight, 1 pound.
49 V 6611—Box of 12 . . 59c

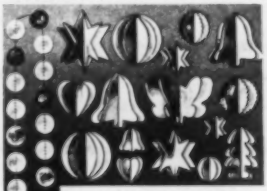
## 12 Large Size
*2 Polka Dot Balls*

**49c**

Average size, 2½ inches. 2 brand new colorful polka dot balls, 5 rich open face reflectors, 4 big oblongs with unique decorations. You'll be pleased with these hand painted, blown glass tree ornaments. Made in Germany. Shipping wt., 10 oz.
49V6610—Box of 12.49c

**6 Bright Birds**
"Pretty" up your tree. Hand colored, blown glass. Pretty, spun glass tails. Spring clip. Av. size, 5 in. German made. Shpg. wt., 8 oz.
49 V 6643...29c

**12 All-Blue Balls**
All blue trimmed trees are becoming more popular every year. Beautiful rich blue, shiny glass, about 1¾-in. diam. Gives dazzling color reflection. Made in Germany. Shipping weight, 8 oz.
49 V 6888—12 for **27c**



**17 Unbreakable Blinkers**
Sears de luxe, beautiful and popular than ever. Mirror-like sparkle of lights and shadows . . giving fairy land atmosphere. 6-leaf, colorful blinkers formed by layers of foil sewed in center. Fasten on tree, windows, doors. Stars, balls, bells, butterfly, etc. 2 to 4½ in. in diam. A 10-ft. chain of single foil discs. Shipping weight, 2 oz.
49 V 6527—17 Blinkers..... **29c**

**36 Icicles**
5½ Inches long. Silver plated, giving a mirror-like finish. 36 brilliant, sparkles of light and shadows. Shipping weight, 6 ounces.
49V6583
36 Icicles **27c**

**16 Metal Icicles**
"Diamond Ray" brand, give jewelled effect. One side bright colors, other, silver color. Look like strings of beads. 5¾ in. long. Shipping wt., 3 oz.
Box of 16 **10c**
49V6515
2 boxes for..19c

## TINSEL GARLANDS
SILVER PLATED

**BARGAIN PRICED!**

Brighten your tree with Sears De Luxe rich, full Garlands made to our own specifications. Laboratory tests the quality so you get only the best. Silver plated over copper. We specify extra weight of tinsel per foot for our thick pile De Luxe quality, which makes extra sparkle. No tree is complete without these fiery, twinkling, garlands that reflect the faintest light rays. At Sears low prices, buy a fresh supply. Shipping weight, 6 oz.

49 V 6574
⅛-in. Tinsel
45-ft... 21c

49 V 6580
¼-in. Tinsel
30-ft... 21c

49 V 6583
¼-in. Tinsel
14-ft... 21c

49 V 6584
¼-in. Tinsel
18-ft... 21c

**Famous Religious Sets of 12 Composition Figures**

**98c**

*Best quality the world over.* Used in churches, schools, houses, etc. Christ Child in crib, Mary, Joseph, Three Wise Men, Shepherd. And up animals. Largest set illustrated. Smaller sets vary in position of figures and details. Imitation grass. Made in Germany.

| Cat. No. | Tallest Fig. | Shpg. Wt. | Price |
|---|---|---|---|
| 49 V 6675 | 4¾ in. | 1 lb. 10 oz. | $0.98 |
| 49 V 6676 | 5½-in. | 2 lbs. 2 oz. | 1.98 |
| 79 V 6677 | 6¼-in. | 4 lbs. | 2.98 |
| 79 V 6678 | 8¼-in. | 16 lbs. | 4.98 |

**15-Pc. Composition Religious Crib Set**

**89c**

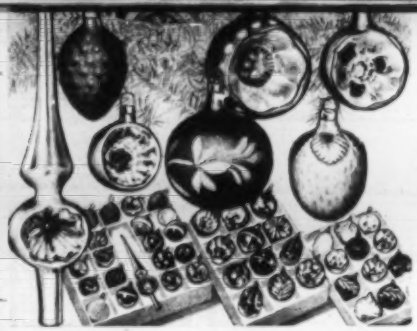
Colored composition Crib Set depicting the Nativity Scene. Mary and Joseph beside Christ Child in crib, 3 Wise Kings, 2 Angels, 2 Shepherds watch adoring. 2 lambs, 1 cow and 1 donkey with stable 7¼x5¾x3 inches deep. Largest figure 3½ in. tall. Imported. Shpg. wt., 10 lb. 10 oz.
49 V 6674..... 89c

**48 3½-Inch Candles**

Odorless, almost perfect. Assorted colors. Shpg. wt., 1 lb.
49 V 6589... 19c

**19c**

**12 Holders**
(See insert) Ball socket. Just clip to branch, adjust. Made in Germany. Shpg. wt., 6 oz.
49 V 6537... 23c



## 22-Piece Outfit

*A Real Bargain!*

Average size, 1¼ in. in diameter. 21 hand painted glass ornaments and a 6-inch reflector tree top. 5 rich, sparkling reflectors with multi-color effect centers; balls, fancy acorns, grape clusters, etc. Lustrous reds, yellows, deep rich blues and other colors. Made in Germany. Shipping weight, 1 lb. 2 oz.

22 Ornaments

49 V 6641 ..... 49c

## 12 Beauties

*Popular Size*

Average 1¾ in. 4 fancy lustre glass reflectors, six hand painted ornaments; also two 2-inch oblongs for the bigger gaps. Made in Germany. Shipping weight, 8 ounces.

Box of 12

49 V 6609 .39c

## 12 Winners

*For Small Tree*

Average 1⅛ in. A bargain. Bright colors. 4 reflectors, 2 berries, a new striped polka dot ball, 2 clusters and others. Hand painted glass. Made in Germany. Shipping weight, 4 ounces.

Box of 12

49 V 6607 .25c

## Santa Claus Outfit

*Cotton Flannel . . . NOT Just Cambric*

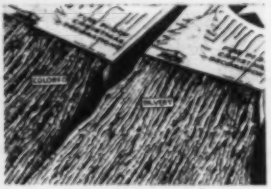
Nothing makes the little folks happier on Christmas Day than to see jolly Santa himself. Stiff waxed cloth mask with white wool-like beard, tufts, and eyebrows; 2-piece red cotton flannel suit, (not just cambric) and shiny black patent leather pattees. Fits average size person. Shipping weight, 2 pounds 10 ounces.

49 V 6618 ..... $2.98

## Santa Claus Cloth Mask

Big Value! Make this Christmas the happiest. Waxed mask with expression like jolly old Santa's. White, wool-like beard, tufts, eye-brows. Red cotton duvetyn hood. Shpg. wt., 8 oz.

49 V 6587 Each .... 49c



## Sears Fireproof Tin Foil Icicles

*Colored or Silvery Extra Long Strands*

Beautiful wavy effect heightens the glimmer and helps create cheerful, Christmasy feeling. Sears Laboratory tests these to assure rich, lustrous icicles. At Sears low price you can afford several boxes. 2 ounces of icicles on card to prevent tangling. Colorful box. Shipping weight, box, 3 ounces; 3 boxes, 14 ounces.

| Assorted Colors | Silver Color |
|---|---|
| 49 V 6608—Box. 10c | 49 V 6609—Box. 8c |
| 3 Boxes for ..... 27c | 3 Boxes for ..... 22c |

## New! Unbreakable

*12 Foil Ornaments*

Brand New! Highest gloss, colored lustre in these blinkerfoil ornaments. Sizes from 5⅜ to 2⅝ in. 2 cornucopias you can fill with candy. Shipping weight, 10 oz.

Box of 12

49 V 6620 .... 39c

*14 Inches High* — *White Table Tree*

## Tree and 9 Ornaments

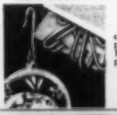
Rich, silvery white branches on this artificial tree. 6-in. reflector tree top, 8 ornaments about 1¼ in., all rich blue. Pretty designs. Made in Germany. Shipping weight, 1 pound 8 ounces.

49 V 6644—Complete .. 49c

## 8-House Christmas Village

Snow effect roofs. Fill with candy or insert tree light bulbs. Place on branches or under tree. They also make colorful accessory for your toy train. Average size, 4½x3¾x3 in. Imported. Shipping weight, 2 pounds.

49 V 6638—Complete ..... 59c



## 250 Hangers

Easy way to attach ornaments. Nickel plated wire. 2 boxes, 125 hangers each. Shipping weight, 8 ounces.

250 Hangers

49 V 6644 .. 10c

# CHRISTMAS TREES

*Finest Quality! American Made*

Artificial, Yet Life-like, Will Last a Lifetime. Do Not Shed Needles. Folds Up Easily to Put Away.

**23c** 21-in.

American made trees are more in demand today than ever before. They look more natural and life-like than imported trees, yet they cost very little more . . . . Always look fresh . . . . Natural green color, full round branches, red berry tip . . . . Unbreakable wood tree holder on large sizes, plain holder on first 3 sizes. Allows perfect balanced appearance. No more lazy, empty spaces or lopsided trees to worry about. Trimmings not included.

| Catalog Number | Height | Largest Width | Branches Large Size | Ships. Wt. | Price Each |
|---|---|---|---|---|---|
| 49 V 6601 | 21-in. | 12-in. | 18 | 13 oz. | $0.23 |
| 49 V 6602 | 30-in. | 16-in. | 25 | 1 lb. 3 oz. | .39 |
| 49 V 6603 | 42-in. | 20-in. | 36 | 2 lbs. | .59 |
| 49 V 6604 | 54-in. | 24-in. | 48 | 4 lbs. | 1.49 |
| 49 V 6605 | 66-in. | 28-in. | 60 | 6 lbs. | 2.49 |
| 49 V 6606 | 72-in. | 34-in. | 75 | 7 lbs. | 3.98 |

## Electric Tree Stand

*Use a Lifetime*

$3.50 Value. 8, 15-volt electric Mazda bulbs Included. Richest looking, best made stand we can find. Nema quality, 18-in. diam. Colored steel. Adjustable for small or large trees. 2c qt. water well in center with Christmas evergreens. Outlet for tree lights, etc. Shipping wt., 6 lbs.

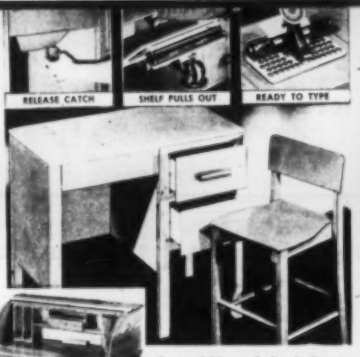
79 V 6596 ..... $2.79

## Tree Stands—Water Pan New Design! 2 Sizes

All steel, green enamel. Thumb screws hold trees straight.

49 V 6545—For trunks up to 3½ in. diameter. Shpg. wt., 4 lbs. 7 oz. 89c

49 V 6542—For Trunks up to 2¼ in. diam. Shpg. wt., 1 lb. 12 oz. (Not shown) . . 49c




## Big as Former $5 Desks

*Expensive at Any Place but Sears*

**Thousands sold last year for the first time below $5.00.** Thousands will be sold this year. A desk that will bring joy to the heart of any young boy or girl. Top and panels of strong, lasting rich-looking pressed-board—stout enough to hold 3 men. Has two drawers that open. Finished in tan with brown trim. Just the desk for school work, reading, letter writing. 27¼x15-in. desk surface—24 in. high. Stout wood legs, drawers, sides and handles. Inside drawer measurements, 12x8¾ in. Sent taken apart to save shipping charges. Easily set up. Book, pad, pencil and chair not included. Shipping weight, 19 pounds.

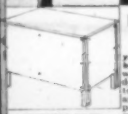
**$1.98** Desk Only

**79 V 8596**—Desk Only . . . **$1.98**

**Chair Only to Match Above Desk**

Seat size, 12x12¼ in. and 15 in. above floor, overall height 24 in.

**79 V 8594**—Shpg. wt., 5 lbs. . . . **98c**



## Just Like Dad's Roll Top Desk

Hardwood, oak finish. 37½ in. high; writing top, 30x18 in. Extension board, grooved pen and pencil holder. Adjustable swivel arm chair. Not matlable. Shipping weight, 77 pounds.

**79 VM 8571—Desk and Chair . $14.98**

**Desk—33 Inches High**

Writing top, 22x15 in. 2 drawers. No board or pen holder. Straight back chair, 28½ in. high. Not matlable. Shpg. wt., 42 lbs.

**79 VM 8571—Desk and Chair . . $7.98**

## Brand New 2-in-1 Desk

*Typewriter Desk or Plain Top*

Disappearing typewriter arrangement just like stenographers have! Show your friends how quickly you can convert this desk from a plain top students' desk into a regular typewriter desk. 26 in. high. Two drawers. Same construction as 79 V 8596 at left, but has new mechanism . . . release catch, pull up typewriter shelf, which unfolds and rests flat on top of desk (see photos above). When through typing, pull shelf back and it will fold out of sight under desk where it automatically catches hold. Bolts furnished for fastening typewriter (not included — see below). Shipping weight, 22 lbs.

**$2.98** Desk Only

**79 V 8595**—Desk Only . . . **$2.98**

**Only Typewriter to Fit This Desk**

**49 V 3884**—See next page. Shipping weight, 4 lbs. . . . **98c**

**Chair Only—Ht. Overall, 24 in.**

Seat 12x12½ in. 15 in. above floor.

**79 V 8594**—Shpg. wt., 5 lbs. . . . **98c**

## 57-Pc. Stock Farm Easy to Set Up

*Regular $1.00 Value*

**59c**

Worlds of fun for the kiddies to set up this attractively colored wood pulp board Stock Farm outfit. Complete with 24½-inch red barn, 24 animals, some thoroughbred stock, colored on both sides. Pump house, tool shed, hog house and chicken house; realistic 15-inch silo, brick and stone effect; auto and garage; 13½-inch windmill; ventilators and weather vane on barn, horses and wagon and numerous familiar farm implements; 10 pieces of fence.

**49V2133**—Shpg. wt., 3 lbs. 6 oz. **59c**

## Save ¼ on Jecta-Scope

**$1.59**

$2.00 size! Learn to draw easily or have still pictures on wall by side adjustment as illustrated. This will delight Dad and Mom, too . . . they're always interested in seeing your pictures. Insert any picture or photograph into the Jecta-Scope, flash on the lights. There in true colors and sharp details, is a perfect picture of what you want to copy. Adjustable, shows actual size, reduction or enlargement. Trace with pencil, brush or crayon. 21 in. high extended. 1¾-in. lens, 10-in. steel base. Use 75-watt bulb and extension cord with plug not included. Shipping weight, 2 lbs. 12 oz.

**49 V 3806 . . . . . $1.59**

## 26-Pc. Print Set

How the kiddies will enjoy this Big Value! Ten rubber stamps, each a life-like miniature of some familiar animal. Stamps on wood blocks with detachable handle. 10 sheets paper, ink pad, 4 colored crayons, scissors. Shipping weight, 14 ounces.

**49 V 3854—26 Pc's. 25c**

## Sears Big-Value Paints

**DeLuxe.** 15 tubes, 34 cakes water colors, 6-in. rule, 2 brushes. Metal box, white inside, 9½x6¾ in.

**49 V 3882**—Shpg. wt., 1 lb. **89c**

**Low Price.** 50 cakes water colors, 2 brushes, ruler. Box, 9¾x6¾ in., white inside. Both made in Germany.

**49 V 3881**—Shpg. wt., 1 lb. **49c**

## Famous Marx Low Priced Typewriter

*You Can Actually Write Real Letters*

One of the most entertaining and practical toys ever devised for children's use. Thousands of youngsters have made school days easier by practicing on this unique machine. **It actually types legible letters on full size office letter paper.** Real educational value! Self-inking. Type securely fastened to dial, cannot drop off. Dial has 40 hardened steel characters, including alphabet, numerals, punctuation marks. Carriage slides back and forth exactly like on big typewriters used by stenographers. Size, 11¼x8⅝ in. high. Lithographed metal. Extra ink roll included. New bright colored dummy keyboard. Priced low so every youngster can own one. Shipping weight, 3 pounds 7 ounces.

**98¢**

**49 V 3884**—Ever Popular Marx Typewriter ..... 98c
**49 V 3898**—3 Extra Ink Rolls. Shipping weight, 4 oz. ..... 10c

## Think of It! Typewriter and 232 Pieces

*Typewriter Alone Worth $2.00*

**The most popular, most complete combination secretary set ever offered. Every inch a typical Sears 4-Star Special. Just look what you get for so little money:**

- *De Luxe dial typewriter*, bigger, more complete than typewriter at left, 11¼x10¼x8⅝ inches, sturdy metal. Built up back, dummy key board looks like key board on regular typewriters. Simple, practical dial system. Space, shift key and 40 metal (not rubber) capital letters, including alphabet, punctuation marks, numerals. Sliding carriage—bell rings at end of each line. Extra ink roll. Shpg. wt., 4 lbs. 14 oz.
- 348 sheets of white paper, 8x5 in.
- 50 white letter size envelopes
- 4 sheets of carbon paper
- Rubber ink and pencil eraser
- 144-page ruled note book, 6x3½ in.
- Pencil with attached eraser
- Pad of 35 yellow second sheets
- Self inking and spacing.

**$1.79**

**49 V 3890**—A Great 4-Star Special Value at. ..... $1.79

**New Kiddikins Builder**

Small children can put these wooden parts together and make interesting groups of comic figures. Parts finished in colors, red, yellow, blue, green and natural. Instructions for making 25 figures, animals. Shpg. wt., 1 lb.

**89¢**

**49 V 4789** ..... 89c

**New American Giant Logs**

Build forts, cabins, etc. out of rough brown building logs. Logs are 1 in. square; natural, harmless color embossed to give brown appearance. Notched to fit accurately together.

**85-Piece Log Set**

**79 V 3660**—Shpg. wt., 8 lbs. **$2.98**

**223-Piece Log Set**

**79 V 3661**—Shpg. wt., 13 lbs. **$4.49**

**$2.98**

85 Pcs.

**New Professor Quiz Game**

Over 500 brain twisters. New question and answer game for young and old prepared by Professor Quiz of radio fame. Each group of questions are varied enough to insure interest of every age or type of person. Game played exactly as done by the Professor, himself. Box 14x12 inches.

**89¢**

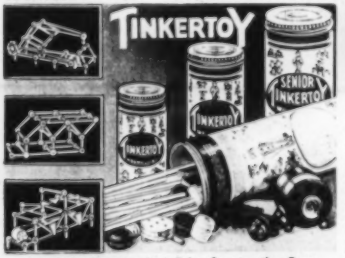
**49V3870**—Shpg. wt., 1 lb. 14 oz. ..... 89c

**46-Piece Slate Set**

New slate with one side black, the other white. 12⅝x8¾ in. heavy wood frame. 2 slate pencils, 12 stencils, 6x4 in. in assorted colors, designs, felt eraser, 6 colored chalk and 6 wax crayons, 18 white chalk crayons. Shipping wt., 3 lbs.

**49¢**

**49 V 3821** ..... 49c




**America's Greatest Low Price Construction Toy**

No basic to models you can build. Sets for building WIND drivers. Hand and motor driven models. Sanded, white birch pieces. Mailing containers. Instructions.

**46¢** 67 Pcs.

**Popular Size—82 Pieces**

Red enameled spools, cardboard, blades, etc.

**49 V 4768**—Shpg. wt. 1 lb 2 oz. **67c**

**Junior Set—67 Pieces**

Plain spools for making more simple models.

**49 V 4763**—Shpg. wt., 15 oz. ..... 46c

**Senior Set—379 Pieces**

Ten thousand Wonder Builder.

**49V4762**—Shpg wt. 2 lbs 8 oz **$1.59**

**Electric Motor Set**

For making power driven models. Improved, self-starting, 60-cycle motor.

**49V4765**—Shpg wt 3 lbs 12 oz **$3.59**

**NEW! Building Blocks That Interlock**

No wonder boys and girls are crazy about these new red rubber construction blocks. They look like **real bricks**, they won't topple over because they fit and lock together so accurately and compactly; they will build an unlimited number of different models, and anything built can be easily taken apart. And Mother and Dad will like them, too, because they are harmless—no sharp edges or hard surfaces to scratch or cut little hands. They don't break easily and last for a long time, and they are noiseless. Harried mothers will find these silent, clatter-free toys a delightful change.

**89¢** 149 Pcs.

**149-Piece Block Set**

Brick blocks, foundation bricks, 2 cardboard roofs in two colors, and design book.

**49 V 3620**—Shpg. wt., 2 lbs. 10 oz. **89c**

**296-Piece Block Set.**

Brick blocks, foundation bricks, 3 cardboard roofs in two colors, and design book.

**49 V 3621**—Shpg. wt., 5 lbs. **$1.89**

# SAVE OVER 1/3

## on Sears 3-in-1 Blackboard, Whiteboard and Desk Combinations

### Solid Oak, Folding, 3-in-1, Reversible Blackboard, Whiteboard and Desk

Actually priced lower than the old style boards—yet has reversible writing surfaces, and the most interesting charts you ever saw. After you have written on the black surface with white chalk, simply flip it over and you have a white board on which to use the special, erasable, colored wax crayons. Let down the blackboard frame and you have an easel writing desk. Frame solid oak with red trim. White chalk, wax crayons and felt eraser included. 2 Sizes.

**$1.79** 6-Chart

**18-Chart Size—$5 Value**
Measures 44½x22¼ in. 3 pcs. chalk, 4 crayons. Shpg. wt., 10 lbs.
**79 V 3813**..... **$2.79**

**6-Chart Size—$3 Value**
Measures 41x19⅝ in. 2 pcs. chalk, 2 waxed crayons. (Not shown.) Shpg. wt., 8 lbs.
**79 V 3812**..... **$1.79**

### 12-Chart Blackboard with Chair

*Usual $2.00 Value*

**95c**

**Folding Blackboard, Whiteboard, Desk and Chair all for this amazingly low price.** You'll look far and wide and not find a value to match this easel-board because most stores get $2 for similar quality. 12 charts printed on both sides of 6 cards. Frame sturdy pine, yellow stained, red trimmed. Size overall, 35x16⅝ in. Black surface on one side for white chalk, white surface on the other for erasable, colored crayons. 2 colored wax crayons. 2 pieces of chalk and one eraser. Folding chair to match, 24 in. high, 10⅜ in. wide with seat, 9x9⅜ in. Shipping weight, 5 pounds.

**79 V 3802**.....95c

• • •

### Best Blackboard You Can Buy

*Regular $6.50 Value*

**$4.98**

A 3-in-1, extra large, solid oak frame, reversible blackboard with real slate black surface on one side and a white board on the other, an easel desk and 35 fascinating charts . . . 15 in beautiful colors, 30 in black and white, covering a variety of subjects of interest to children. Measures 44½ in. high, 20⅜ in. wide. Natural finish. Writing surface, 18x15⅛ in. black on one side, for white chalk; white on the other for erasable, colored crayons. 6 pieces of white chalk, 6 assorted colored wax crayons. One regular school eraser. **Folds up into a small space.** Shipping weight, 14 pounds.

**79 V 3815**.....**$4.98**

### 34-Pc. Doll Sewing Set

6½-inch china doll, jointed arms, painted features, ribbon bow and bathing suit. Plaid dress, sweater, play suit, sports jacket, romper, 4 print dresses, clothes pins and line, buttons, embroidery hoop, 6 skeins floss, scissors, thimble, needles. Shipping weight, 2 lbs. 2 oz.

**49 V 3843**—34-Pc. Set **49c**

### New Tinker Sand Picture Set

Paint with sand. Cover outline with glue then cover with colored sands. Sand sticks to glue. Shake off surplus—your picture is completed. Glue, brush, instructions.

**49 V 3876**—**10 Picture Cards,** 6¼x4⅝ in. 4 boxes colored sand. Shipping weight, 14 ounces . **43c**

**49 V 3877**—**12 Picture Cards,** 8¼x6⅛ in. 6 boxes colored sand. Shipping weight, 2 lbs. 8 oz. **89c**

### 4-in-1 Tra-C-Rase

Draw on white board, with colored erasable crayons. Write with chalk on black side. Color 4 outline pictures. Use Magic Transfer Window for tracing pictures for transferring. Wood frames, non-warping **drawing board,** 23⅛x13⅛ in. Complete with 3 pieces of chalk, 8 crayons, instructions. Shipping weight, 3 pounds 11 ounces.

**49 V 3841**—**$3.98 size.** **89c**

### Clay Modeling Set

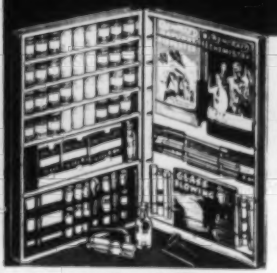
Modeling board. Mould 3¾x2⅜ in. for camel, cow, dog, turtle and frog. Strips of clay in assorted colors, 8¼ in. long, 1 in. wide. Easy to press out objects. Clean, odorless, but useless clay, never hardens.

**49 V 3752**—Shpg. wt., 1 lb. 4 oz. **25c**

Same but with six 1½x1½-inch wood blocks to make impressions of boats, etc.

**49 V 3753**—Shpg. wt., 2 lbs. 4 oz. **45c**

# HOBBIES



## Save on CHEMCRAFT Sets

Astonish your friends by making invisible ink, wing out of water, frosted glass. Satisfy that inner craving to learn chemistry. A set for every pocketbook.

**$5.00 Outfit**

Over 575 experiments, 4 manuals. 64 chemicals, apparatus; 15⅝ in. wood test tube rack, blow torch, etc. Wood box, 19¼x12⅝x12 in. deep. Shipping wt., 9 lbs.

**79 V 4734 ... $4.48**

**$2.50 Outfit**

Over 300 experiments in 3 manuals. 38 chemicals, apparatus; 11½-in. wood test tube rack, etc. Hinged cardboard box, 20x12x1⅝ in. deep. Shipping weight, 5 pounds.

**79 V 4733 ... $2.29**

**$15.00 Chemcraft Set**

Electro-Chemistry, Chemical Magic. 101 chemicals and apparatus including removable test tube racks, mortar and pestle, alcohol lamp, blow torch, gas generator, etc. Manual of 619 experiments. Wood cabinet 21x11⅝x4 in.

**79 V 4742**—Shipping weight, 10 pounds. **$8.98**

## Be a Printer! Sears DeLuxe Outfit

Low priced for good printing press. Ruggedly constructed. Uses standard metal type. Large assortment of type, ink, screw driver, tweezers, instructions. Size of press, 12x7x6 inches.

**49 V 4756**—Shipping wt., 8 lbs. 10 oz. ... **$4.59**

## It's Easy to Learn to Weave

**89c** This loom set will quickly help you to weave purses, shawls, ties, rugs, etc. Consists of 7-inch square adjustable loom with 8 extension bars, needle and two skeins each of 4 different colored yarns. Complete instructions will show you how. Lots of fun—practical, too. Shipping weight, 2 pounds 6 ounces.

**49 V 3860 ... 89c**

## Make Your Own Charm Jewelry

**89c** Charm bracelets, necklace pendants or other jewelry pieces. Can be strung in no time. Take some of the glass beads and follow the designs. Set includes packages of glass and stone beads, 6 imitation ivory charms, 2 clasps, needles and thread. Samples, designs to follow are printed on box. Shpg wt., 1 lb 6 oz.

**49 V 4709 ... 89c**

## "Tel-a-fone" Your Pals

**You had to pay $3.00 for a real telephone set until we introduced this set last year.** Portable steel phones, 7½ in. tall. Talk from room to room, or Mother and Dad can use it from house to garage or barn. Buzzer coil for signalling other party, operated by switch which opens or cuts off line. Requires bell wire twice as long as talking distance, also 4 flashlight batteries. **No wire, batteries, included.** See below.

**49 V 4750—2 Phones only.** Shpg. wt., 2 lbs. .. **98c**

**20 V 6018—About 70 ft. Bell Wire.** For 35-ft. distance. Shpg. wt., 12 oz. ½ lb. coil ... **20c**

**20 V 1401—Flashlight Battery.** Shipping weight, 4 oz. **Each** ... **4c**

**98c**

## New Micro Science-Scope

**Save 20%.** Experiment with ordinary baking soda, peroxide, or some table salt. Enlarge insects, bits of cloth, etc. Simple to operate. Experiment booklet, slides, tweezers, etc. Use cord, plug, 100-watt frosted bulb (not included). For 110-120-volt. Ht., 22 in. overall. Shpg. wt., 2 lbs. 8 oz.

**49 V 4740—$3.00 Value. $2.39**

**$1.50 Value.** Similar. Ht., 17½ in.

**49 V 4719**—Shpg. wt., 1 lb. 8 oz. **$1.19**

## WALCO INDIAN BEADCRAFT

## Cube Bead Craft

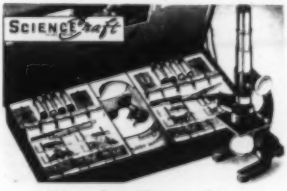
Decidedly new and different and very fascinating. It's a pleasant education to learn how to make practical colorful pictures, coasters, doilies and mats. Complete instructions, material. Shpg. wt., 1 lb. 4 oz.

**49 V 4707 ... 89c**

## Indian Bead Craft

It's fun making your own Indian bead belt, watch fob, rings and other accessories. Instructions. Frame, thread, and designs to follow and hundreds of colored beads are included. Shpg. wt., 1 lb 4 oz.

**49 V 4708 ... 89c**




## Science Craft Microscope Sets

*125-250 Power $3.95 Set*

Explore the secrets of invisible worlds. See the hair on a flea, the tiny eyes of a fly, etc. Master microscope extends to 10½ in. 8 glass slides, 2 color filters, 2 dissecting needles, 1 tweezer, glass dropping rod, lens paper, slide labels, specimens, 16-page manual.

**49 V 4737**—Shipping weight, 3 lbs. 6 oz. ... **$3.39**

**DeLuxe 75-550 Power Microscope and Biology Set**

Expensive, precision built microscope, 11½ in. high, clips, adjustable mirror, tilting frame. 8 insect specimens, balsam, 6 stains, 4 color filters, 8 slide glasses, cover glasses, lens paper, needles, brush, pipette, glass dropping rod. 32-page manual.

**49 V 4744**—Shipping weight, 4 pounds. ... **$6.59**

## New Polaroid Set

*150-Power Microscope*

Polarizing of light brings **natural colors** to stems of plants, crystals, minerals, fibers, etc. (See B above). Ordinary microscopes do not reveal them. (See A above). Polaroid Jr., 150-power, tilting microscope, mirror, glass slides, specimens, etc. Manual. Cardboard cabinet, 10x8⅝x2¼ in. Shipping wt., 1 lb. 12 oz.

**49 V 4747—$2 Size ... $1.79**

**$3.39**

**$1.79**

# ERECTOR

"How to Make 'Em" Book With Each Set

*Big Savings*

## ERECTOR Sets for Future Engineers

***Build a Locomotive, Trolley Repair Car, Portable Steam Plant, etc.***

**$15.00 Super Automotive Set With 110-Volt Motor for $11.98**
Will make over 180 large action models, gear box, wheels, boiler, automotive parts for building trucks, fire engines, tow cars, cranes, derricks, trench diggers, automatic elevator.
**79 V 4785**—Shipping weight, 19 pounds.

~~$10.00~~ **Electric Lifting Magnet Erector Set With 110-Volt Motor for $8.79**
Builds over 160 large action models. Airplanes, derricks, etc. Beautifully enameled brass trimmed steel cabinet, carrying handle. Shpg. wt., 16 lbs.
**79 V 4784**—Size, 18¼x10½x2⅛ inches.....$8.79

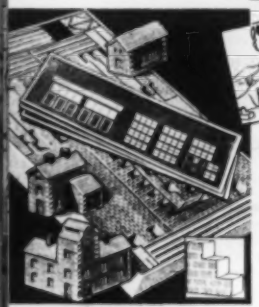
~~$7.50~~ **110-Volt Electric Motor Erector Set $6.79**
Builds over 125 life-like models—locomotives, etc. No batteries or transformers needed. Brass trimmed steel cabinet, 17⅛ inches long, 9¼ in. wide.
**79 V 4783**—Shpg. wt., 12 lbs. **$6.79**

~~$5.00~~ **Famous Battery Motor Erector Set $3.98**
Builds 100 real models. Motor operates on dry cells or transformer (not included). Reversible gear box. Lithographed display box, 18x10x2⅜ in.
**79 V 4780**—Shpg. wt., 6 lbs. **$3.98**

~~$2.50~~ **Big Girder Erector Set for $1.98**
Builds 75 realistic models. Long girders, red wheels. Colored box, 18x10x3¾ in.
**49 V 4781**—Shpg. wt., 4 lbs. **$1.98**

~~$1.00~~ **Beginners' Erector Set for 79c**
Builds 50 models—cranes, etc. Pulleys, wheels, girders. Colored box, 11½ in.
**49 V 4786**—Shpg. wt., 2 lbs. ... 79c

# "LET'S MAKE SOMETHING"

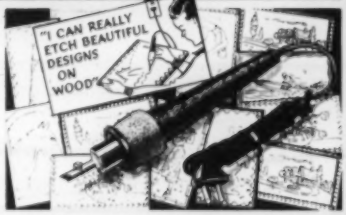


## New American Brick Blocks

**43c** 50-Pc. Set

Halsam bricks are the latest in wood building toys. Models will look like real brick buildings, too. Rigid, can be moved about. Brick design embossed on one side in red and yellow. Gable roof boards, chimneys, doors and windows. Instructions.

| $2.00 Set | $1.00 Set | 50c Set |
|---|---|---|
| 233 Pcs. | 118 Pcs. | 58 Pcs. |
| Builds 50 models. | Builds 25 models. | Builds 10 models. |
| 49 V 3652 | 49 V 3651 | 49 V 3650 |
| Shpg. wt., 5 lbs. 14 oz. | Shpg. wt., 3 lbs. 2 oz. | Shpg. wt., 1 lb. 12 oz. |
| $1.79 | 89c | 43c |



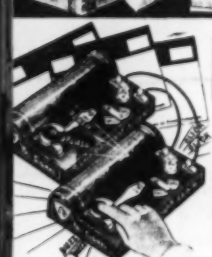

## Low Price on 13-Pc. Electric Wood Burning Set

Electric burning needle, 6¾ in. long, with bakelite handle and cork grip, and insulated cord with bakelite plug. (Listed by Underwriters' Laboratories). 12 outlined post cards made of pine fibre board, ready for mailing. Sandpaper.
**49 V 4713**—Shipping weight, 1 pound..... 59c

**59c**

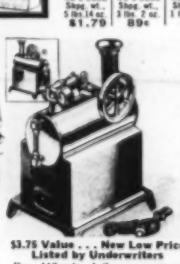
**12-Piece Post Card Set Ruled on One Side for Mailing**
12 each, 6x3½ in., pine fibreboard post cards all with designs on one side and post card markings on other.
**49 V 4712**—Shipping weight, 10 ounces..... 25c

**25c**



**3-in-1 Postal Telegraph Jr. 89c**

**3 ways to signal.** Telegraph, wireless and blinker. Morse code printed on instruments. For 30 to 150 ft. Flashlight batteries and bell wire needed (not included). See 49V4750. Page 45. 2½ volt bulbs. Telegraph blanks.
**49V4741**—Shpg. wt., 1 lb. 6oz. **89c**



**$3.75 Value . . . Now Low Price Listed by Underwriters**

For 110-volt A.C. or D.C. Porcelain set heating unit. 6-ft. cord, plug. Black base; heavy steel "fire engine" red fire-box. Brass boiler. Nickel plated balance wheel, trimmings. Lever safety valve. Size, 9x5¾x4⅝ in.
**49 V 5318**—Shpg. wt., 4 lbs. **$2.98**
**Similar** (small picture) but alcohol burner. Asbestos wick burner. Safety valve. Built for Sears. Directions.
**49 V 5307**—Shpg. wt., 3 lbs. **$2.79**

**11-Inch Upright $1.25 Value**

**25% larger boiler,** almost ½ larger flywheel than usually offered at slightly lower prices. Complete with whistle, 2½-in. nickel-plated flywheel. Blued steel boiler; fire box on 4-in. base.
Shipping weight 1 lb. 5 oz.
**49 V 5305 $1.00**

**Popular Horizontal Model**

**2¼-inch flywheel with pulley.** Highly polished brass finish. Boiler gets up steam quickly then hear the whistle blow! Alcohol burning, steel fire box. Governor. Size, 10x8x4 inches.
Shipping weight, 1 lb. 11 oz.
**49 V 5306 $1.98**

**3-Piece Machine Shop**

Run the **metal saw** the **steam mill,** or the **4-pulley shafting,** from your Weeden engine or an electric motor. Like real machine shop . . . just as complete . . . Shafting, 6½x 3½x2⅜ inches, other pieces in proportion.
Shpg. wt., 1 lb 4 oz. **49 V 5380** ... 79c

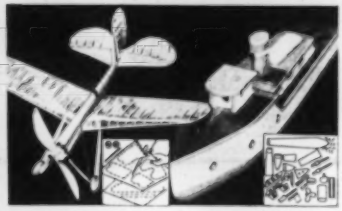
## 29 Pieces—Unusual Quality Tools

*Usual $7.50 Value*

**Now, streamlined, round-cornered, heavy steel, glossy red baked-on enamel chest, 19x8½x8½ in., alone is worth $3.50.** Handle, tray, two snaps, lock, key. Do a man's job with these—build bird houses, wagons, etc. . . . Big 19½ inch tempered steel saw. Hammer, brace with chuck, 3 bits, 16-inch real spirit plumb and level, 6½-inch block plane, scroll saw, 13 blades; pliers, chisel; 4-foot rule; 8-inch file, extra wood handle, 3-inch screw driver; glue, pencil, sandpaper, nails, 5-piece punch and cold chisel set; awl, try square, apron, plan book.

**79 V 7206**—Shipping weight, 15 pounds..... **$3.98**

## SAY 8 TO 12 YEAR OLDS



### Build a "Flying Fool"

**It's easy with this set.** Use ordinary scissors to cut aluminum where it is stencilled, fit pieces together and you've a gleaming all aluminum plane, 17½-inch wing spread, 13 inches long. Flies better than the assembled ones you pay $1.00 for. Propelled by rubber bands. Complete instructions. Shipping weight, 1 pound. **45¢**

**49 V 4770**.....45c

### Harbor Patrol Boat Set

Very easy to construct. All the wood parts cut out and shaped to make a slick looking 19-inch harbor patrol boat. It's easy to do because every part is cut, shaped and numbered. Also nails, glue and sandpaper all complete in instructions. It'll be ready to launch in a jiffy. Shipping weight, 1 pound 14 ounces. **89¢**

**49 V 4772**.....89c

### Gilbert Electric Kaster Kit

Base, 13x11¼x6¾ in. Mould, 12 pigs of metal. Cast soldiers, animals, etc. Use home cord, plug (not incl.). Listed by Underwriters. For 110-volt.

**49 V 4787** **$4.49**

Shpg. wt., 11 lbs.

**Extra Moulds—Each 42c**

Shpg. wt., each, 1 lb.

**49 V 4774**—Cavalry mould.
**49 V 4775**—Battleship mould.
**49 V 4776**—Machine Gunner mould.

**40 Pigs of Metal**

**49 V 4777**—Shpg. wt., 2 lbs. **69c**

### Brass Tapping Set

Every one can make artistic plaques to be used as table dollies, coasters, etc., with this Tap-a-way. Beautiful designs stenciled on 6 large, 4 smaller metal plaques, mounted on fiber board. Special spring tapper simplifies and speeds work. No mounting, tracing or hammering.

**10 Plaques and Tapper**

**49 V 4759**—Shpg. wt., 1 lb. 8 oz. **89c**

**5 Plaques and Tapper**

**49 V 4758**—Shpg. wt., 14 oz..... **43c**

### 26-Piece Tool Kit

*Big $4.00 Value*

**And it's a big value even at $4.00. Chest, alone worth $1.50,** is made of heavy gauge metal, beautifully embossed and enameled bright red, size, 18x8x5 inches, has cadmium plated lock, snaps and handle. Set includes, 17-inch saw; hammer, 11½-inch brace; bit, T-square, 6¼ inch block plane, chisel, 12-inch level; scroll saw, 5-pocket apron, try square; screw driver, miter box, ruler, mallet, triangle, pencil, scraper, compass foot; protractor, scroll design, sandpaper; sand block, glue, 16-page plan book. Everything you need . . . and look at the exceptionally low price! Shipping wt., 10 lbs. **$2.59**

**79 V 7212**.....$2.59

### 14-Piece Tool Kit

*In a Strong Metal Chest*

**Well worth $1.50.** Such a Dad will be borrowing tools from you now and then because this outfit has practically every tool necessary for all 'round work. Enameled blue chest, 18x8x3¾ in. high, cadmium plated grip handle and snap for closing. Set includes, 14-in. saw, 11½-in. brace, 11-in. hammer, try square, wood ruler; ⅜-in. bit; compass foot; wood triangle, wood scraper, sandpaper, sand block, pencil with eraser and 16-page plan book. Chest alone worth 60c. Shipping weight, 5 pounds. **$1.00**

**79 V 7211**.....$1.00

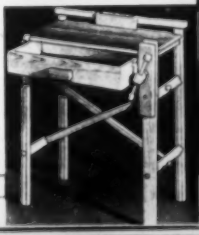
### Boy's Strong Work Bench

*A Good $1.50 Value!*

The secret desire of every boy's heart is a real honest-to-goodness work bench where he can build things and tinker around. This fine bench has a sliding drawer for tools, a strong wood screw vise just like on a carpenter's bench—back rack for other tools and a built-in nail box. Use it for model building, brass tapping, repairing toys, a million and one jobs. Height over-all, 24 in., 18¾ in. wide. Work table, 18x10 in. and 22½ from floor. Legs of nicely grooved lumber. Right front leg where vise is located is thicker.

Shipping weight, 10 pounds. **95¢**

**79 V 7248**.....95c



Order Your Gift Toys From Sears **SEARS** ✓ PAGE 47

## 26 Guaranteed Tools

**Save over ½!** You can't blame any man or boy for REALLY liking a gift like this! Think of the years of fun it means! **No toys—all sturdy, practical tools!** 20x7½x3⅜-inch steel tool chest with black crystalline finish has handles, lift-out tray, and clips to hold saw and hammer. 6½-inch block plane; 10-ounce hammer; 4-inch screwdriver; 16-inch hand saw; coping saw; 6-inch combination pliers; ¼-inch hand drill; set of 5 straight shank drills (1/16 to 1/4 inch); 8-inch bit brace; 2 auger bits; package assorted nails; ½-inch wood chisel; ¾-inch wood chisel; package assorted sandpaper; 10-inch plumb and level; 7-inch carpenter pencil; 7½-inch try square; 6-foot folding rule; hack saw with blade; 10-inch cast tinner's snips. Any three initials on tool chest FREE. **Print initials desired plainly.**

**99 V 3527**—Shpg. wt., 18 lbs. ..... **$4.98**

## Nation's Best Tool Value—Save $6.00

**Here's the gift sensation of 1937!** Jam-packed with UTILITY—VALUE—FUN! No matter what you pay you can't find a gift that will give any man or boy as much year 'round enjoyment as this high quality tool set. No cheap tools of inferior quality! **They're all guaranteed tools, designed to do fine work and give years of satisfactory service.**

Check the following list of tools carefully! Check the sizes! See the large, handy chest to keep the tools in. You can't match the set at anywhere near this price! 24x8½x5⅜-inch steel chest with black crystalline finish has sturdy handles, convenient lift-out tray. 16-ounce "DUNLAP" guaranteed 75c value claw hammer; smooth plane; 3 and 6-inch screwdrivers; 16-inch laminated plumb and level; 6-inch pliers; 20-inch 9-point hand saw; ⅛ and ¼-inch wood chisels; 10-inch bit brace; set of 3 auger bits (⅛, ½, ¾ inch); hand drill; 8-inch mill file; 8x12-inch steel square; 6-foot folding rule; 7-inch carpenter pencil; coping saw; 2 extra coping saw blades; pistol grip hack saw with blade; set of 5 straight shank drills (1/16 to 1/4 inch); 3½-inch combination oil stone; package of assorted sandpaper. Three initials printed on chest FREE. **Print initials desired plainly. Priced lower than usual cost of tools without chest.**

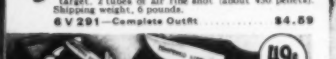
**99 V 3528**—Shipping weight, 23 pounds ..... **$8.95**

## New! TARGET OUTFIT

**$4.59** ***Popular Daisy pump action air rifle—famous for hard, accurate shooting. Magazine holds 50 shots. Slide-action pumps shot into chamber, cocks gun for next shot. Walnut stock, full pistol grip. Blued steel metal parts, engraved jacket. Adjustable rear, knife blade front sight. Length over-all about 38 inches.**

Everything you need for indoor or outdoor target shooting! Heavy blued steel Daisy Bell target—bell sounds when bull's eye is hit, heavy armor-plate backstop deadens shot; size, 4½x4½x2 in. 3 pads of cardboard bull's-eye targets (75 targets) printed in dark red—fit into front of bell target. 2 tubes of air rifle shot (about 450 pellets). Shipping weight, 6 pounds.

**6 V 291—Complete Outfit** ..... **$4.59**



**49c** Set

**Outdoor Knife Set.** 3-blade sportsman's pocket knife with 3¼-in. simulated stag handle. Hunting knife has 3½-in. blade. Bone stag handle. Leather sheath.

Shpg. wt., 10 oz.

**9V9535**—Set **49c**

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## "Buck" Jones Air Rifle

Regulation Daisy, strong spring plunger action. Real compass, easy-reading sun dial on stock. Slide cocking action. Channel feed, holds 60 shots. Front and rear sights. 24-inch barrel; 36-in. over-all length.

**6 V 288**—Shpg. wt., 3 lbs. 13 oz. ... **$3.25**

**$3.25**

## Air Rifle With Tube of 225 Pellets

Always a great Christmas favorite with most any boy! But here's the real surprise! Included with this single shot air rifle is a tube of about 225 air rifle pellets. Blued steel barrel and hardwood walnut finish stock on air rifle. Length, 37⅝ in. Strong spring break action. Shpg. wt., 2 lbs. 14 oz.

**6 V 284—Rifle plus Tube of Shot 69c**

**69c**

## UMBRELLA TENT

*Gift Special for Boys*

**$3.59** An ideal backyard play tent for boys—also roomy enough to use for short over-night camping trips! Ruggedly constructed and woven of tough forest green tent material that has been treated with an "oil-tempered" process to repel rain and mildew. All seams are tapped and double stitched. Bobbinet screened window in rear (see small picture). **Sleeping space for two adult persons.** Hardwood jointed center pole; two extra poles for entrance awning. Steel stakes included. Shpg. wt., 17 lbs.

**Floor size, 7x7 ft. Height, 6 ft.**

**6 V 7776—Mailable** ..... **$3.59**

MORE BARGAINS IN SEARS BIG CATALOG

# "PLAY MUSIC"

**79c** 10 Keys

**De Luxe Model**
Accurately tuned accordion. 20 treble notes and 2 bass keys with 4 notes. Double bellows, nickel plated, leather padded, treble keys. Mahogany finished wood frame. Size overall, closed, 10¾x8⅜x4½ in. Web straps. Made in Germany. Shipping wt., 3 lbs. 1 oz.
49 V 2371 **$2.69**

**Special!**
Priced low so every youngster can have one. 8 treble keys, 16 notes. Accurately tuned. Bright colors. Well made. Size closed, 10x4½ inch. Made in Germany. Shpg. wt., 1 lb. 7 oz.
49 V 2361 **69c**

**New Piano Style**
Key action patterned after famous Italian models. Organ like tones. Treble keys finished to indicate flats and sharps. Nickel plated grille. Hand straps. Made in Germany.
49 V 2365—8-KEY 16 notes—2 Bass Keys, 4 notes 6 in. long. Shpg. wt., 1 lb. 6 oz. **$1.19**
49 V 2366—10-KEY 20 notes and 4 Bass, 10 in. long. Shoulder strap. Shpg. wt., 2 lbs. 6 oz. **$1.98**

## Baby Grand Chime Tone Pianos

Better pianos than last year's at practically no increase in price. **Larger, more keys!** And think of it! **A book of music included** to teach the kiddies to play simple, tuneful melodies. Built like real baby grands, varnished **oak** cabinets. 3 sturdy turned wood legs. Tone controlled by two adjustment screws. Numbered, hardwood keys with white and black cellophane tops actually representing flats and sharps. Keys hinged with fabric and padded to insure best tone quality. Attractive decoration on top of pianos. Imported.

**10-Key Piano** 11¼x9⅛ in. Shpg. wt., 3 lbs. 8 oz.
49V2437 **79c**

**14-Key Piano** 12¾x11⅝ in. Shpg. wt., 4 lbs. 4 oz.
49V2438 **$1.00**

**18-Key Piano** 14⅞x14½ in. Shpg. wt., 5 lbs. 14 oz.
49V2439 **$1.98**

## BOY! TOY MUSICAL INSTRUMENTS THAT REALLY PLAY

**10-Key Cornet**
10½ in. long. Press valve type keys and blow ... real tones come out. Latest orchestra style. Gold color finish metal. Made in Czechoslovakia.
49 V 2398 **79c**
Shpg. wt., 1 lb. 6 oz.

**8-Note Trombone**
20½ in. when fully extended. Music included. Gold color metal. Produces accurate tone. Will play simple melodies. Made in Czechoslovakia.
49 V 2317
Shpg. wt., 1 lb. 7 oz. **89c**

**Boys and Girls! Play Your Violin!**
Actually play simple tunes. Loads of fun; educational, too! Typical violin color. Shaped neck and tail piece. Wood bridge, block of rosin. 6¼ in. wide, 20¾-in. adjustable bow.

**13¾-in. Wood Violin**
Kiln-dried wood. 3 gut and 2 wire strings. Made in Germany. Shipping wt., 1 lb. 6 oz.
49 V 2333 **$2.39**

**13¾-in. Metal Violin**
17-in. bow, metal bridge. 2 gut, 2 wire strings. Made in Czechoslovakia. Shpg. wt., 1 lb. 12 oz.
49 V 2335 **89c**

**Kids! A Real Crystal Radio**
**Real thrill to listen on ear phone.** Attractive solid walnut table model, 5x3¾x3¾ in., with open work imitation speaker. Accurate tuning dial, spring plunger type crystal finder. **A real radio** with good reception for about 50 miles. Includes ear phone, about 50 feet of wire to set up your own aerial.
49 V 2301—Shpg. wt., 1 lb. 6 oz. **$1.89**

**Trap Drum Set**
For beginners. 10-inch snare drum. Also silencer for drum head, folding stand, music holder. 30 in. high over all when assembled. 15-page self-instruction book. Spring tension rod. Drum sticks. Shpg. wt., 2 lbs. 12 oz.
79 V 2498 **95c**

**12-In. Snare Type**
**Real calfskin head. Oak shell.** Metal rims. 8 steel tension rods for more accurate tuning, not the usual cord and leather ear type. Real quality drum. 3 inside snares; sticks, web carrying sling included. Shipping wt., 4 lbs.
79 V 2499 **$1.98**

**11-Inch Drum**
**Two strong, tough fabric heads** give nice drum-like tone. 5 spring tension rods insure more accurate tuning. A remarkably clear tone drum for low price. Brightly colored with airplane design on metal rims. 2 drum sticks.
79 V 2497—Shpg. wt., 2 lbs. **44c**

**Musical Merry-Go-Round**
No winding. Pressing lever in base starts it whirling around while music plays. Horse stopping sequence arrow is the winner—3 metal horses and riders. Brilliantly colored. 12 in. high, 9-in. wide.
49 V 2442—Shpg. wt. 3 lbs. **89c**

**New Cathedral Organ**
Turning crank handle brings forth beautiful chord organ tones. 9¼x7¼x4¼ inches. Metal cabinet decorated with pipe organ and church windows on both sides.
49 V 2443—Shpg. wt., 2 lbs. 14 oz. **89c**

## Gold Color Saxophones

**59c** 14½-In.

Be a Jazz King! Metal toy saxophones. Sheet music included. Leather padded keys, sanitary wood mouthpieces. Accurately tuned reeds. Made in Czechoslovakia.

**23-Inch Sax**
**20 Notes**
10 keys that play 20 notes and 2 chord call and recall bass notes. Adjustable shoulder cord. Scroll etched design on side of 4⅛-in. bell. Shipping weight, 1 lb. 12 oz.
49 V 2487 **$1.79**

**19¾-Inch Sax**
**10-Key**
2 of them bass. Nickel plated, leather padded keys. Shipping wt., 1 lb. 6 oz.
49 V 2477 **98c**

**14½-Inch Sax**
**18 Keys—18 Notes**
Shpg. wt., 14 oz.
49 V 2479
**59c**

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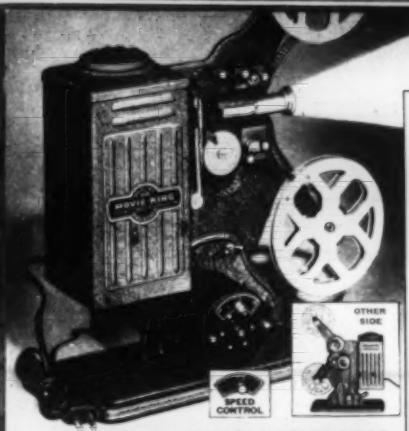


## Non-Inflammable 8 mm. Width Safety Films

Shows twice as many pictures per running foot as usual 16 mm. films, making your show and your story last twice as long. **8 mm. films cannot be used on 16 mm. Projector. For Sears new 8 mm. Projector, see 79 V 6846 at left.**

**25-FOOT FILMS**—Shpg. wt., 2 oz.

49V6822—Chaplin "Boxy Charlie" 49c
49V6823—Tom Mix "Good Shot" 49c
49V6824—Popeye "Rolled Up" 49c
49V6825—D. Duck "Donald's Exit" 49c
49V6826—Mickey's Mirage 49c

**50-FOOT FILMS**—Shpg. wt., 2 oz.

49V6830—Chaplin "In Society" $0.98
49V6833—Tom Mix "Kidnapped" .98
49V6834—Popeye "Horse Laugh" 1.37
49V6835—Donald Duck "Ham Actor" 1.37
49V6836—Mickey "The Messenger" 1.37

**100-FOOT FILMS**—Shpg. wt., 6 oz.

49V7845—Comedy "Aviator's Dream" $1.89
49V7847—Hal Roach "Our Gang" in "Clever Kids" $2.69
49V7846—Tom Mix "Show Down" $1.89
49V7848—Scrappy "Let's Ring Door Bells" $2.69

## New Record Low Prices on Usual Non-Inflammable 16 mm. Width Safety Films

For Projector, see 79 V 6845, 49 V 6829, 49 V 6828

**25-FOOT FILMS**—Shpg. wt., 2 oz.

49V6849—Chaplin "Dumb Egg" 23c
49V6850—Tom Mix "The Fight" 23c
49V6851—Gang "Soft Tomato" 23c
49V6852—Popeye "Horse Grower" 23c
49V6853—Popeye "Lucky 13" 23c
49V6854—Mickey's Rehearsal" 23c
49V6855—Betty Boop "Movie trap" 23c

**50-FOOT FILMS**—Shpg. wt., 4 oz.

49V7828—Chaplin "Busy Charlie" $0.98
49V7829—Tom Mix "Good Shot" .98
49V7830—Gang "Kids Club" .98
49V7831—Popeye "Some Cook" 1.49
49V7832—D. Duck "Stage Struck" 1.49
49V7833—Mickey and Pluto" 1.49
49V7834—B. Boop "Some Picnic" 1.49

**25-FOOT FILMS**—Shpg. wt., 2 oz.

49V6889—Chaplin "Window Washer" 49c
49V6881—Tom Mix "Cowboy Fan" 49c
49V6882—Gang "Ice Cream Face" 49c
49V6883—Popeye "Iron Man" 79c
49V6884—Popeye "Hot Hamburger" 79c
49V6885—Mickey's Lunch" 79c
49V6886—Boop "Leading Parade" 79c
49V6887—Donald Duck "Big Show" 79c

**100-FOOT FILMS**—Shpg. wt., 9 oz.

49V7849—C. Chaplin "Society" $1.89
49V7841—Tom Mix "Kidnapper" 1.89
49V7842—Popeye "Knife Juggler" 2.98
49V7843—D. Duck "Ham Actor" 2.98
49V7844—Mickey's Bicycle Race" 2.98

***For Other Movie Films, See Sears Big General Catalog***

**Silver Color Movie Screen**
49 V 6898—About 22x29 in. Cloth on wood roller. Shipping weight, 1 pound 3 ounces ..... 93c

**Splicing Outfit**
49 V 6882—For repairing your torn films. Shipping weight, 6 ounces ..... 47c

# NEW! 8 MM. MOVIE KING Cuts Your Film Cost in Half!

## *Sears Newest Triumph—First Under $15.00*

**Your show lasts twice as long! Your film cost is cut in ½ because you can now show twice as many pictures per foot of 8 mm. film as you can with 16 mm. film.** Years of research makes possible this most **sensational projector** in the history of toy motion pictures at this unheard of bargain price. Equipped with speed control **Universal motor,** it contains all these extra-costly features, despite rising costs:

- **Powerful condenser lens gives bright, clear pictures.**
- **Sturdy new Universal motor** with speed control; for 110 to 120-volt A. C. or D. C. (see insert)
- **Every part tested for accuracy.**
- **Made by manufacturer of projectors for schools, churches.**
- **New full front, double element, ball-shape lens** . . . produces maximum light intensity for brighter pictures.
- **New reinforced reel arms** built to hold reels for 400-foot film capacity.
- **New direct film rewind.**
- **Advance speed and take-up sprockets** prevent tearing of film.
- **150-watt rating, concentrated** filament, clear glass bulb.
- **4½-foot cord and plug.** Listed by Underwriters'.
- **2 empty, 200-ft. capacity metal reels.**
- **Steel lamp house with air vents and reflector.**

**$6.98** 8 mm. Movie King

Size over-all, 10½x13½x5½ in. Tension plate, adjusted lamp base. Film not included. (see at right).

**MOVIE KING** 8 mm. Movie Projector
First time at popular price—uses 8 mm. width film only—for film see above at right). Shipping weight, 9 pounds.
79 V 6846 8 mm. Projector ..... **$6.98**

**KEYSTONE** 16 mm. Regular Movie
First time with new speed control motor. **Same but uses 16 mm. width film only** for film see above at right). Ship. wt., 9 lbs.
79 V 6845 16 mm. Projector ..... **$4.98**

**Low Priced**

**$2.79**

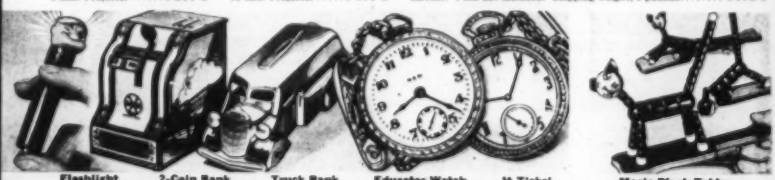
**Electric Motor-Driven Movie**

***NOW Complete With 75-Watt Rating Bulb, Cord and Plug for 110-120-Volt A. C.***

Priced so low now every "kid" can have one. This motor-driven **projector with fan-cooled motor** is built on same principle as projectors of double this price. Shows remarkably clear pictures of 16 mm. film up to 100 feet in length.

- **Fan-cooled non-radio interfering, 60-cycle motor** for 110-120-volt A. C.
- **Tension plate relieves tension.**
- **Adjustable double projection lens.**
- **One 100-ft. capacity empty reel.**
- **Double claw finger for better grip.**
- **Heavy gauge, crystal finish, steel base and body.**
- **Vents for air cooling.**

Size over-all, 12x11½x6½ in. Film not included. Simple to thread. Full instructions included. For 16 mm. films, see above.
49 V 6829—**Electric Projector.** Shpg. wt., 4 lbs. 3 oz. ..... **$2.79**
49 V 6828—**Hand Projector.** Similar to above but without motor. Operates by hand crank. Size, 12x11½x5½ in. For any 110-volt current. Film not included. Shipping weight, 3 pounds ..... **$1.39**



**Flashlight**
Popeye 3¼-in. pocket size. Press button, face lights up. Battery.
Shpg. wt., 4 oz.
49 V 6438 ..... 23c

**2-Coin Bank**
For nickels, dimes. Opens at about $10. Colored metal 1⅞ x3⅛ x 2⅜ in.
Shpg. wt., 10 oz.
49 V 6471 ..... 25c

**Truck Bank**
**Chrome finish.** Streamlined, 6-in. armored bank truck on wheels—for bills, coins up to quarters. Use as pull toy, too. Heavy gauge steel.
Shpg. wt., 16 oz.
49 V 6479 ..... 25c

**Educator Watch**
New toy watch with hands that move like real watch. Teach child to read time. Unbreakable crystal. Chain. Dummy knife. Gift box.
Shpg. wt., 4 oz.
49 V 6426 ..... 23c

**It Ticks!**
Wind-up, release lever—tick tock, hands move. Unbreakable crystal. 1¼ in. wide. Shipping weight, 2 oz.
49 V 6417 ..... 23c

**Magic Block Tabby**
Pull string. Make him sit up, lie down, stand up, twirl his tail, etc. Every muscle in his body moves. Fascinating fun by the hour. Beautifully colored, finished wood. 7½ in. long over-all. Strung with 50-lb. test fishline. No motor. Control Tabby by varying finger tension.
49 V 6425—Shpg. wt., 9 oz. ..... 23c

# Switching Reversing by REMOTE CONTROL

## Save $6.65 at Sears on This Amazing Lionel Combination

***The Greatest Offer in Lionel History!***

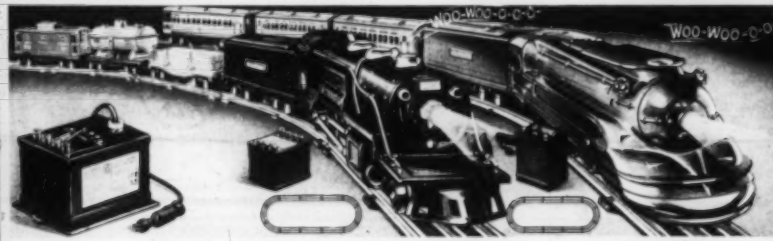
● **43-in., 3-car Lionel Jr., Commodore Vanderbilt freight,** electric headlight; remote control reversing **from any distance at any point.**
● **Pair (one right, one left) new remote control electric switches** with red and green signal lights. **Play being a switch yard master.**
● **16 sections, 158 inches of track,** new black oxidized ties; small circle about 80 in. around, large circle about 150 in. around.
● **Speed and reversing transformer controller,** 110 volts, Alternating current. Cap. 25 watts.

**Track forms layout 59 by 27 inches. Train, tracks, switches, transformer and all only $9.95. If train, extra track and switches were bought elsewhere individually you would pay:**

| | |
|---|---|
| Train, regular price | $ 8.95 |
| Remote control switches | 6.75 |
| Six extra sections of track | .90 |
| Total Value | 16.60 |

So you save $6.65 by taking advantage of Sears special combination price, including transformer.
**79 V 5960**—Shpg. wt., 12 lbs. ..... **$9.95**

$9.95




### Transformer

Service-ade, sturdy 75-watt Lionel, type R transformer. Variable voltage in steps from 8 to 12, 14 to 18, 21 to 25. Built only for 110-volt, 60-cycle alternating current. Shipping wt., 3 lbs. 4 oz.

$4.59

**49 V 6045 $4.59**

### Whistling 5-Unit Lionel Deluxe Freight

**41 inches long. Reversible; built-in whistle; powerful headlight. Popular steam type—double-action driving gear—**8-wheel cars. Press a button to reverse. Loco, tender, oil tank car, flat car with load of lumber, caboose, controller, 10 sections of lock-on track, form oval 40x30 in. For transformer see 49 V 6045 at left.

$13.69 With Whistle

**Whistling 5-Unit Freight** Built-in Remote Control Whistle. Whistle controller. Shipping wt., 14 lbs.
**49 V 5990 $13.69**

**Popular 5-Unit Freight** Same train without whistle or whistle controller. Shipping weight, 12 pounds.
**49 V 5986 $9.95**

### NEW 43-in. "027" Six-Wheel Drive Torpedo

**Train Whistles, Reverses by Remote Control.** Operate this modern streamliner by controls at your finger tips. Big, heavy steel, Pennsylvania Torpedo, 6-wheel driver loco, tender, 3 cars. 12 sections lock-on track form oval 27x43 inches. 25-watt transformer for 110 to 120-volt 60-cycle A.C.

$8.95

| Whistling 5-Unit Streamliner | Without Whistle Equipment |
|---|---|
| With remote control for speed and whistle control. Shipping weight, 13 pounds. | Train with speed control transformer, no whistle. Shipping wt., 12 lbs. |
| **49 V 5980 $12.69** | **49 V 5975 $8.95** |

### Save at Sears on Lionel Train Accessories

**Extra Electric Lionel "O" Gauge Track**—Shpg. wt., 10 oz.

*For De Luxe Trains*
49 V 6049—2 pcs. Straight ..... 37c
49 V 6049—2 pcs. Curved ..... 37c

*For "027" (Lionel Jr.)*
49 V 6083—2 pcs. Straight ..... 28c
49 V 6084—2 pcs. Curved ..... 28c

**Electric Switches**
For all Lionel De Luxe trains. Hand operated. Electric lamps. Shpg. wt., 2 lbs. 14 oz.
**49 V 6053** ..... **$5.98**

**NEW! Remote Control Switches**
Electric red and green signals—right and left for all Lionel "027" (Junior) trains. Shipping weight, 4 pounds.
**49 V 6048** ..... **$5.98**

**75-Watt, 110-120-Volt Jefferson Transformer**
For 50-60-cycle alternating current in 7 to 22-volt steps. Shipping weight, 4 pounds.
**49 V 6051** ..... **$2.89**

## New! Remote Control Electric "Robot" Plane

**Like a real pilot, your handling of "sticks" makes plane climb, dive, loop or land.** This sensational new toy will out-thrill any game you've ever played. All the thrilling, exciting sport of flying is yours. Open the throttle at the remote controls, crimson and silvery plane leaps into action, swerves down runway, zooms into air, soars, veers and banks around a 28-in. steel pylon. Push the joystick forward, nose of the ship points downward. Pull the joystick toward you and the nose comes up. Hold it there and the plane will continue to nose its way up—up—and over in a loop. 12-in. wing spread plane with wheels and aluminum cabin is almost unbreakable. Propeller is soft rubber. Driven through a flexible shaft connected to induction motor housed in the pylon. For 110-volt A.C. Visible mechanism. **Unmailable.**

**79 VM 5804**—Shpg. wt., 24 lbs. **$13.79**

$13.79

## FIRST RADIO CONTROLLED TRAIN

### NEW! Your Voice Reverses Motion of 54-Inch Train

*8-Unit C. P. R. Work Train Transformer*

**$7.95** **Works Like Magic—Years Ahead of Time.** Who ever dreamed that your voice could control a toy electric train? Just give the command "Reverse" into the control tower **and the train starts backward**—then say "Forward" and train starts ahead. To stop without reversing) command it to stop, at the same time pushing lever. When you release lever it will go forward again. Play sending this big **8-unit, Canadian Pacific work** train by radio control into the North Woods where there are no phones. Powerful steel streamline engine with pony trucks. Colorful metal streamliner tender, searchlight car with powerful adjustable searchlight, derrick car with swivel base and crank handle to lift loads, a car with removable dump truck, lumber trailer with wood logs, cable car and caboose. **Transformer included.** 16 sections of track, 150 in. around. The control tower is heavy steel, 11¾ in. high. Ship. wt., 12 lbs.

**79 V 5957**—**8-Unit Train** for 110-120 volt 60-cycle A.C. ..... **$7.95**

**FIRST** Rem... tle S...

Looks like $20 worth ... other. 2 boys can operat... both trains. Speed contr... ling loco; **Mercury 56**... dore Vanderbilt freight**... 24 sections of track to r...

**79 V 5958**—For 11...

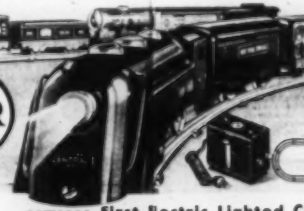
## MARX REMOTE CONTROL ELECTRICS

### NEW! First Sparkling Electric Train —Switch Track, Transformer

**$5.98** A 68-inch 10-unit freight train worth $10.00 of anybody's money! There's miles of railroading here for the "Old Timer." First you can let her "rip" around the 134-inch oval, then throw the **two hand-operated** switches, and run her over the 190-inch outer oval.

All the time she's spouting sparks from the smokestack. Remote control to start, stop and reverse train. Plenty of track—21 sections—a powerful engine of heavy gauge steel with powerful Marx electric motor—all-brass bearings, and electric headlight. Eight new style colorful freight cars and tender. Complete with transformer and switch track . . . the first outfit of its kind ever offered! Shipping weight, 12 pounds.

**79 V 5955**—**10-Unit Mercury Freight** for 110-120-volt 60-cycle A.C. **$5.98**



**NEW! First Electric Lighted C... 6-Unit Passenger Below $...**

When electric lighted trains were $10.03 it was considered remarkable but we aren't satisfied until the cost was brought down to what most of our customers could buy one. That has happened. For this unusually low figure you get a **remote control** train, **43⅛ in. long with electrically lighted, metal coaches and observation car wh... extra light in rear. Lights in coaches can be switched on ... at will.** It's quite a sight—coaches along behind a big, ... streamlined Commodore Vanderbilt electric engine with be... Track forms oval, 153 in. around, remote control 10 revers... Speed control transformer. Shipping weight, 9 pounds

**79 V 5954**—For 110-120-... 60-cycle A.C. ..... $...

## MARX MECHANICALS

### SPECIAL! 35-Inch 5-Unit Reversing Train-Station

**$1.98** Biggest mechanical train value we know of. 21 Pieces. **Commodore Vanderbilt,** deluxe, super powerful, steel **reversing engine** with clockwork motor. **Brake, bell, die cast wheels.** Oval track, 102 in. around. **Electrically** lighted, metal depot, 13⅛x10x5⅛ in. Battery to light warning signal, lamp post. **Train nears, gate goes down,** red light flashes. 6-in. baggage truck. Metal trunk, hand truck, etc. in proportion. Ship. wt., 7 lbs.

**49 V 5922**—21-Piece Train and station. **$1.98**

### 4-UNIT 'City of Denver' Train

*Streamlined Reversible Loco*

**98¢** Bargain priced, 28¼ in. long and you'll be amazed at the power in this streamline train. Locomotive with die cast wheels, brake, bell and reversible, silent-power clock work motor. Extra long and powerful spring, controlled by governor, runs long and evenly. 2 center, 1 rear coach all colorful metal. Track, 102 in. around.

**49 V 5902**—Shipping wt., 4 lbs. **98¢**

**Extra Track for Marx Mech. Trains**

**49 V 6001**—Straight **49 V 6002**—Curved 4 Pieces. Shipping weight, 13 ounces. ..... **19¢**

### NEW! A...

Commodore Va... value than ever! ... unload the truck ... 2 flat top freight ... the car dealer for ... other load. A ... motored, wind-u... colorful metal te... 28½ in. long, trac... long. Shipping we...

**49 V 5903**—...
**49 V 6008**—...

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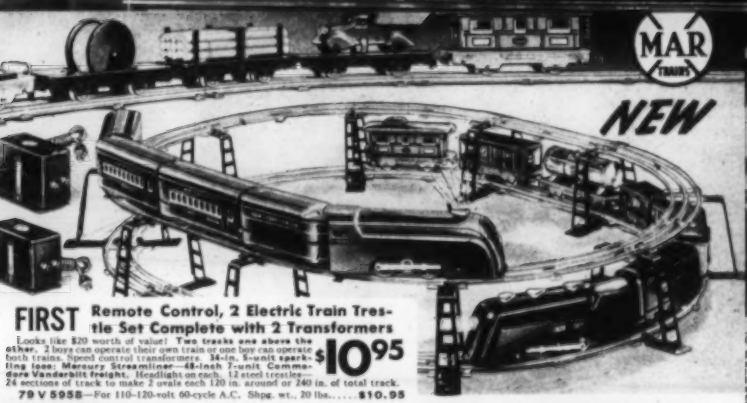
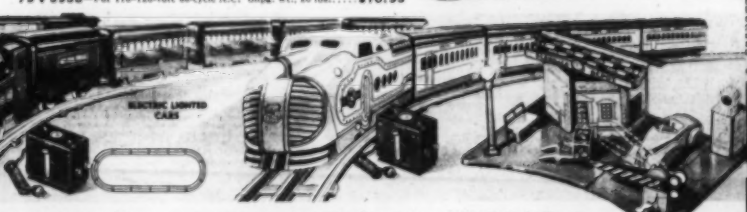



**FIRST** **Remote Control, 2 Electric Train Trestle Set Complete with 2 Transformers**

Looks like $20 worth of value! Two tracks one above the other. 2 boys can operate their own train or one boy can operate both trains. Speed control transformers. 34-in. 5-unit sparkling tone Mercury Streamliner—48-inch 7-unit Commodore Vanderbilt freight. Headlight on each. 12 steel trestles—24 sections of track to make 2 ovals each 120 in. around or 240 in. of total track.

**79 V 5958**—For 110–120-volt 60-cycle A.C. Shpg. wt., 20 lbs..... **$10.95**

**$10.95**




**tric Lighted Car senger Below $10**

$10.03 it was consatisfied until the of our customers For this unusually train, 43½ in. long with 3 new and observation car which has nes can be switched on and off its along behind a big, powerful, electric engine with headlight, emote control to reverse train. weight, 9 pounds

cycle A.C..... **$4.98**

**$4.98**

**$5 VALUE** **Remote Control 'City of Denver'**

Make this fast electric train go forward or backward, slow or fast as you wish by remote control. Transformer included. The colorful big streamline locomotive with electric headlight shoots along silently and swiftly on oil-less bronze bearings while the big electric headlight pierces the darkness ahead. Three colorful center coaches, one rear coach all sturdy metal. 14 sections of track making oval 11ft in. around. Train measures 35 in. long overall. Shpg. wt., 8 lbs.

**49 V 5952**—For 110-120 volt 60 cycle A.C. ...**$3.98**

**$3.98**

**Automatic Depot for Electric Trains**

Gate goes down, red light flashes when train approaches. Attach to third rail. Colored sturdy steel station, 13⅛x10x5⅜ in. Fit arm under track, weight of your train on arm causes gate to go down, danger signal to light. Electrically lighted lamp, warning signal current from 3rd rail, steel roadster on easy rolling wheels—trunk, suitcase, hand truck of colored metal in proportion. No batteries needed. For 110-120-volt 60-cycle A.C. trains only.

**49 V 6049**—Shipping weight, 4 pounds..... **$1.29**

**Special Offer!** If bought with any Sears electric trains, we offer a special price of only..... **$1.10**

**$1.29**

**kee Ball Game**

lar Amusement now reduced to table, floor or to START ball on incline and then ring in the 500 ring at top or just scoring only 25, 17½ in. long on floor, table or outdoors. ht baked-on enamel finish. By ills one at a time, carefully and nte the scoring pockets marked ow win by rolling the balls into

eight, 6 pounds..... **79c**

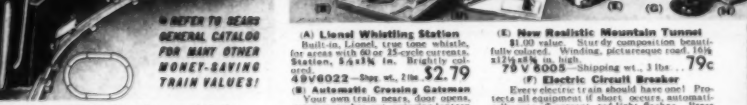
**79c**

**Pop Donald & Mickey!**

Mow 'em down. Target game for any number of players. 4 Mickey Mouse and 4 Donald Duck soldiers, about 6x2½ in. Colored cardboard on wood block. Strong gun and corks. Colored box, 18¼x8½ inches. Shipping wt., 1 lb. 6 oz.

**49 V 123**—Complete Set **42c**

**42c**




**NEW! Auto Transport Train** *Sparkling Locomotive*

Commodore Vanderbilt. More play value than ever! Think of the fun to unload the truck and Chrysler from the 2 flat top freight cars and play driving them to the car dealer for delivery and then go after another load. A sparkling, powerful, clockwork motored, wind-up, steel loco with bell, brake, colorful metal tender and 2 freight cars. Train 28½ in long, track 102 in. around. Steel cars 4 in. long. Shipping weight, 4 pounds.

**49 V 5903**—4-Unit Auto Transport **$1.19**

**49 V 6006**—2 Extra Flints. Shpg wt., 2 oz. **10c**

**$1.19**




**(A) Lionel Whistling Station**

Built-in, Lionel, true tone whistle, for areas with 60 or 25-cycle currents. Station, 5x4⅜ in. Brightly colored.

**49 V 6022**—Shpg. wt., 2 lbs. **$2.79**

**(B) Automatic Crossing Gateman**

Your own train nears, door opens, gateman rushes out swinging lantern which lights by a beam of light forward from horn. Train passes, gateman returns, door closes. Bulb, special track. For "Lionel" trains.

**49 V 6052**—Shpg. wt., 4 lbs **$3.59**

**Electric "O" Gauge Mars Track**

**49 V 6018**—Straight **49 V 6013**—Curved Shpg. wt., 10 oz. 4 pieces for **39c**

**(C) Elec. Crossover for Mars Trains**

**49 V 6013**—Shpg. wt., 8 oz. **49c**

**(D) Hand Operated Switches**

Pr. (right, left) for Mars elec. trains.

**49 V 6034**—Shpg. wt., 1 lb **$1.95**

**(E) New Realistic Mountain Tunnel**

**$1.00 value.** Sturdy composition beautifully colored. Winding, picturesque road, 16½ x13¼x8⅜ in. high.

**79 V 6005**—Shipping wt., 3 lbs ... **79c**

**(F) Electric Circuit Breaker**

Every electric train should have one! Protects all equipment if short occurs, automatically cuts off current, red light flashes. Press lever to reopen circuit. Heavy steel.

**49 V 6018**—Shipping wt., 1 lb. **94c**

**(G) 7½-in. Steel Electric Bell Signal**

Put plate under track—when train nears, bell rings, arm swings.

**49 V 6016**—Shipping wt., 4 lb. **94c**

**(H) 6½-in. Automatic Block Signal**

Control stops train on red light, slows it up on yellow, lets it run at normal speed when green. 2 sections of track

**49 V 6017** Shpg. wt. 1 lb. **94c**

SEARS ✓ PAGE 53

EARS ✓ PAGE 55

## Original 57-Game Carrom Archarena Board

***The Greatest of All Family Games . . . Fun for All—6 to 60—Never Wears Out***

When someone says: "What'll we play?" bring out the carrom board! There's no end to the fun it offers to the whole family from little sister to grandfather. Play Carroms, Crokinole, Parlor Pool, Checkers, Backgammon—57 games in all on this original carrom-arch-arena board. Play on either side. Beautiful, strong wooden frame. Three-ply maple veneer with fine, natural varnish finish, 28½ inches square. Strong net pockets. Attractively stenciled. Complete with 72 playing pieces, including 10 pins, 13 numbered discs, 2 dice, 6 flies, cloth bag, 3 wood cups, score tab, two 25½-in. tapered billiard cues, book of instructions, equipment for checkers and backgammon.

**$4.89**

**79 V 489**—Shipping weight, 11 pounds ..... **$4.89**

### 30 Colored Hardwood Crokinole and Carrom Rings

**49 V 480**—Shipping weight, 8 ounces ..... **23c**

### Fun! Fun! Fun! 20 Games in One

20 different varieties of thrills and pleasure—all for such a low price! There's always a new game to play—Crokinole, India, Game of Success, Checkers, Game of States and 15 others. **Colorful, double faced, folding board, 14 in. square.** All your favorite games in one. All playing parts such as dice, rules, etc., included. Will keep you busy night after night.

**21c**

**49 V 116**—Shipping weight, 1 pound ..... **21c**

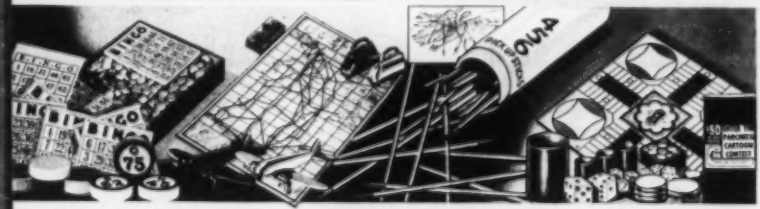
**THRILLS! FUN!**

### Junior Size Pool Table—36x20 In.

Strong maple finish frame, legs. Green billiard cloth over non-warping masonite bed—live rubber cushions. **Leg leveling device.** 15 numbered balls; cue ball, return ball track with tray. Two 30-in. cues, rubber tips, counting frame, rack. 6 leather-like bound pockets. For larger tables, see Sears Big Catalog.

**$3.98**

**79 V 449**—Shpg. wt., 15 lbs. ..... **$3.98**




### Bingo is All the Craze

Like old corn game. Rules, calling chart, 75 call numbers.

**49 V 135—25-Card Set.** Shpg. wt., 1 lb. 4 oz. ..... **25c**

**49 V 136—50-Card Set.** 150 wood counters. Shpg. wt., 2 lbs. 6 oz. ..... **42c**

**49 V 144—100-Card Set.** 300 wood counters. Shpg wt., 3 lbs. 12 oz. ..... **89c**

**25c** Up

### New Skyways Game

See how good you are in directing take-off, and piloting to pick up passengers. Colored map, 20x14½ in., showing U. S. flying routes and principal airways in Canada, Mexico. 10 metal planes, 20 metal bags etc.

**89c**

**49 V 234**—Shpg. wt., 2 lbs. **89c**

### 4-5-6 Pick-Up-Sticks

**The new rage, 41, 7½-in. wood sticks** in different color coats representing emperor, prince, chieftain, captain, warrior. Get points for sticks picked up without moving others. Any number players. Rules.

**21c**

**49 V 121**—Shpg. wt., 8 oz. **21c**

### Ever Popular Parcheesi

**Win $50 in the manufacturer's Contest using the word "Parcheesi."** Play this old game and have a chance to win money, too. **Folding board,** 13⅝ inches square. 4 dice cups, 8 dice, etc. Directions for playing. Box, 16⅛x8¼ inches.

**89c**

**49 V 101**—Shpg. wt., 2 lbs. **89c**

### Hoop-O-Loop

13 animal heads printed on raised section—each with hook and different score. Shoot hoops from swivel-gun overhook—it scores for you. **Metal board, 14x7⅞ in. 3 hoops.** Instructions.

**25c**

**49 V 108**—Shpg. wt. 10 oz. **25c**

### "Allee-Oop"—New Rage

Ever flip spoons into a glass? Now try flipping "Oops" into the box. There are 4 ways to do it. Fast thrilling fun for any number; at home, parties, everywhere. Each color is a different score value. Scoring sheet included. Shpg. wt., 6 oz.

**21c**

**49 V 248**

### 6-Card Game

9 different games can be played with these 6 decks of cards—Old Maid, Authors, Thrift, Dr. Quack, Slap Jack and Take-Off. Instructions included. Shipping weight, 10 ounces.

**6-Game Assortment.**

**29c**

**49 V 171** ....

### 150 Flinch Cards

2 to 8 can play. Instructions. Shpg. wt., 10 oz.

**63c**

**49 V 151**

**56 Rock Cards**

16 games; enamel finish cards. Instructions. Shipping wt., 5 oz.

**63c**

**49 V 148**

### 180 Anagrams

Embossed face, ¾-in. blocks. Rules. Shpg. wt., 1 lb. 6 oz.

**89c**

**49 V 164**

**360 Anagrams.** 3-ply wood cubicals. Rules.

**49V188**—Shpg. wt. 1 oz. **20c**

**Touring Game**

99 cards. Rules.

**49V159**—Shpg. wt. 3 oz. **63c**

### Some Shooting Gallery

The best 6 shots win. 6 steel balls are loaded into gun which automatically feeds one shot at a time. Balls return. 6 numbered and 3 knock-over targets. Adjustable swivel gun. Bright color metal base, 18½x11½ in.

**89¢**

**49V110**—Shpg. wt., 3 lbs. 4 oz. **89¢**

### New "Klik" Ball Game

Skill and thrills! Hit ball up incline with 28-in. wood cue. Pivoted stops fall over but straighten up after ball passes to prevent balls from rolling back. Each stop has a score. Develop skill in placing balls at high score stops. Board, 31 in. long, 8 in. wide with three alleys. 3 enameled balls.

**98¢**

**49V185**—Shpg. wt., 3 lbs. 8 oz. . . **98¢**

## GAMES FOR EVERYONE!

### New Skill Skee Ball Game

**The New Rage!** Popular Amusement Park and Carnival game now reduced to home game size for use off table, floor or even outdoors. Some thrill to start ball on its journey, watch it hit incline and then hop into space possibly landing in the 500 ring at top or just rolling to the bottom and scoring only 25. 17½ in. long and 13⅛ in. wide. Played on floor, table or outdoors. Heavy gauge metal. Bright baked-on enamel finish. By rolling the five wooden balls one at a time, carefully and accurately, they will fall into the scoring pockets marked 25-50-100-250 and 500. You win by rolling the balls into highest marked pockets.

**79¢**

**49V246**—Shipping weight, 6 pounds.....**79¢**

### Can You Throw a Ringer?

You'll soon find out with these indoor or outdoor rubber horse shoes. 2 red, 2 black, 5⅜ in. long, reinforced with steel. 2 nickel plated pegs. Enameled metal plates, 11¼ inches square.

**69¢**

**49V119**—Shpg. wt., 2 lbs. 10 oz....**69¢**

### Thrilling! 8-Hole Skill Ball

Fun for youngsters, and how the old 'uns will get in it. Three 1¾-in. enameled wood balls to be rolled into any of the 8 holes each marked with a score. Best score wins. All steel, 12x11⅜ inches.

**47¢**

**49V174**—Shpg. wt. 2 lbs. 8 oz.... **47¢**

### New Midway Shooting Game

Looks like a real shooting gallery—round target 13 in. in diam. and alternate rows of rabbits, birds and clay pipes, each numbered for scoring. Over-all size, 27 in. high, 18 in. wide. Made of heavy steel. Includes one red, one black, 8-in. steel gun, 4 suction cup rubber darts. Shpg. wt., 4 lbs.

**94¢**

**49V184—Complete....94¢**

### New Aero Target Game

Shoot! Out darts one of the two real flying airplanes included, speeding toward the big 18-in. target up to 30 ft. away. Suction cup on end sticks if it's a hit. Airplanes are made of light weight wood with reinforced wings. Harmless—thrilling. A real game of skill. Target on tripod, 21 in. high. Shpg. wt. 1 lb. 10 oz.

**89¢**

**49V249—Complete....89¢**

### Bang! Down Go the Crows!

Usual $1.00 Value. 4 brightly colored cardboard crows sit on fence in front of 12x8-inch corn field. Take aim with 17-inch break-action pop-gun and Bang! Down goes a peaky crow! See if you can bring them all down in 4 shots. Not so easy as you think! Plenty of corks included. Shipping weight, 1 pound 13 ounces.

**69¢**

**49V199—Complete.....69¢**

### Pop Donald & Mickey!

Mow 'em down. Target game for any number of players. 4 Mickey Mouse and 4 Donald Duck soldiers, about 6x2½ in. Colored cardboard on wood block. Strong gun and corks. Colored box, 16½x8½ inches. Shipping wt., 1 lb. 6 oz.

**42¢**

**49V123—Complete Set.42¢**

### 7 Jigsaw Puzzles—50c Value

Beautifully colored. Make attractive pictures, 9½x7½ in. Different subjects of Tillie the Toiler, Little Annie Rooney. Each 9½ in x 7½ in. A pleasant pastime for everybody. Sold by mail only by Sears.

**25¢**

**49V3873**—Shpg. wt., 2 lbs. 6 oz. **25¢**

### Duck Shooting Game

Boy! Is this fun! Ducks sit on scoring spots on base. When hit, they fall over to show your score. 9 colored cardboard ducks, about 2½ in. high. 13½-in. single barrel harmless, break-action, cork shooting gun. 6 corks. Colorful box makes ideal setting for duck targets.

**45¢**

**49V172**—Shpg. wt., 1 lb.....**45¢**

### Dick Tracy Gets His Man

*Big as Usual $1.00 Value!*

**53¢**

Dick is a sure shooter; you can be with a little practice. Target of heavy cardboard, bright circles in different colors; 17½-in. diameter. Wood tri-pod, 8-in. steel dart-shooting gun, 3 rubber suction cup darts. Shpg. wt., 1 lb. 14 oz.

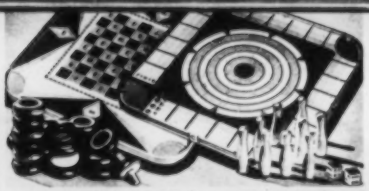
**49V168...83¢**

## PINCH HITTER—First Game of This Type Under $10.00

Baseball brought right to your parlor. Players really hit, strike out, walk, run bases and score. **Diamond revolves automatically when base on balls is given or hit made.** A marble rolls down the middle path, enters the playing diamond, and automatically sets a key wind spring motor in motion which causes marble to be carried around the bases on a revolving disc. It may stop at first base or go all around for a homer, you never know. Has pockets for balls, strikes and outs. Colorful, non-warping Masonite playing surface. Metal parts nickel plated. **Measures 23¾ x 12 in.** A strong spring shooter sets each of the 9 marbles in action.

**79 V 241—9 Marbles Included.** Shpg. wt., 7 lbs. ..... **$1.98**

$1.98



## New Low-Priced 67-Game Ricochet Board

**Finest collection of games ever worked out on one board.** Enjoyment for the whole family—adult games—juvenile games—party games. Play crokinole, checkers, pitching pennies, ten pins, horse race, auto race, lotto, just scores more. **Board, 24x24 in.—unbreakable, unwarpable Masonite,** nickel plated metal rim with red stripe. Playing surface brightly colored. No nails or screws—it's riveted permanently. Playing parts and instructions.

**79 V 247—67-Game Combination.** Shpg. wt., 7 lbs. ..... **$1.49**

$1.49

## DEALER—2-in-1 Pin Game

*Regular $1.25 Value*

So popular last year with young and old alike, that we offer it again without change, at a lower price! Yes, sirree! The whole family will enjoy this game. Non-warping, processed back; grooved-in, nickel plated rim, not nailed. Riveted pins will not come out. The dealer shoots the marbles into cage and second player tries to match the dealer's score. Or you can be both dealer and matcher; shoot 3 marbles into cage, try to equal or beat score. Spring dealer-shooter, extra spring kicker. Instructions. **Size, 24x12 inches.**

Shipping weight, 5 pounds.

**79 V 239** ..... **94c**

94c

## New Electric Bingo-Jector

*50 Bingo Cards*

Now every family can play Bingo at home just as they do in the "movies." Bingo-Jector flashes numbers on wall, anywhere, day or night, (no screen necessary). No one knows what number will appear—a thrill with every spin. **Any number up to 50 can play.** 200 wood markers, 1 master calling card. Special lamp, operated on A.C. or, D.C. Use a regular home appliance cord (not furnished). Made of heavy steel, 7¾ x 5x11⅝ inches. Regular projector lens. Actual replica of theater machines.

Shipping weight, 3 pounds.

**49 V 188** ..... **$1.89**

$1.89

## Monopoly—Finance

**The game of the century.** Build houses, buy railroads, rent property. Folds. **Monopoly** 19 in. sq. 2 to 7 players.

**49 V 228—Shpg. wt., 2 lbs. $1.69**

**$3.50 De Luxe Monopoly**

Up to 10 players.

**49 V 223—Shpg. wt., 4 lbs. 2 oz. $2.89**

## Finance—At Popular Price

Holder of most property wins. Folding board, 18⅛ in. sq. For 2 to 7 players.

**49 V 222—Shpg. wt., 2 lbs. 4 oz. 89c**

## New! Detective Game

**Mystery games are very popular right now.** Designed by America's ace of detective story writers, S. S. Van Dine. Arrest your suspect, convict him if you can. Discover who stole the bonds. Large colorful, playing board, 15⅜ in. sq. 10 conformation cards, 6 suspect cards, 100 clue cards, 6 sets of 12 juror cards. 2 dice, 6 enameled pawns, 3 large pawns. Every minute thrilling! Up to 6 can play. Shipping weight, 2 lbs. 6 oz.

**49 V 227** ..... **$1.79**

$1.79

## Badminton Indoors or Out

89c

Two Playbird bats of non-warpable Masonite; shaped wood handles. Two shuttlecocks; rubber base, adjustable for playing space. Tape net.

Shipping wt., 1 lb. 14 oz.

**49 V 258** ..... **89c**

## Feed'n the Kitty

$1.79

The Cat's Meow! Tic-Tac-Toe fans, here's a glorified version of your game played with dice, 100 chips and 2 kitties on a 14-in. felt mat. Every time you forget to feed the kitty the others "meow" and you pay double. Shipping weight, 1 lb. 10 oz.

**49 V 256** ..... **$1.79**

## Popular Cargoes

$1.39

Sail the Seven Seas transporting cargoes of timber, cotton, etc. to far away fascinating lands. Learn imports, exports of many of the world's harbors. **Folding board 28x15⅜ in.** For 2 to 4 players. Shipping weight, 3 pounds 6 ounces.

**49 V 126** ..... **$1.39**

## Goo-Wiz Horse Race

$1.79

Hurry, hurry, hurry! Pick your horse, make your bet, watch him race down the stretch a winner! No two races alike. Children can work it. Sturdy metal; colorful finish. 5 different forms of play. Size, 15⅜ x 5⅜ in. Shipping weight, 2 pounds 10 ounces.

**49 V 107** ..... **$1.79**

## NEW Americana

89c

**Now adult game.** Up to 9 can play. Deal out cards, ante chips, collect the play cards, then bid for pot and try to win ante. It's exciting, keen fun. Folding board, 19¼ in. sq. Includes regular playing cards, chips, counters. Shpg. wt., 1 lb. 10 oz.

**49 V 226** ..... **89c**

# Make This YOUR Family's Happiest Christmas

WITH A POWERFUL NEW *Silvertone* RADIO

SAVE 30% or more AT SEARS

(D) $21.95 CASH — A. C. ELECTRIC

(A) A. C. ELECTRIC $33.45 CASH — $4 DOWN

11-Tube PERFORMANCE

A. C. ELECTRIC $51.85 CASH — $5 DOWN

## AMERICA'S BIGGEST VALUE 10-TUBE PERFORMANCE ALL-WAVE—FOREIGN RECEPTION RADIO

**(A) 3 Tuning Bands . . . New Easy Tuning Dial . . . Tuning Eye**

Radio experts say this Silvertone is the "**Greatest radio value in America at this low price.**" There's **YEARS of HAPPINESS AHEAD** for you and your family with this Super Powered, improved tuning, beautiful Silvertone to bring the best on the Air from near or far, into your home. It is truly a fine **QUALITY** radio in every detail . . . yes, it will get **more stations from foreign countries and in America . . . greater distances . . . is easier to tune . . . and has a finer tone** than many radios having 4 or 5 more tubes. That's why we want you to make our "THRILL TEST" explained on Page 59 and compare it with other makers selling for $60 to $75. Why should you pay more for any radio when Sears will **PROVE** Silvertones give you "**Most for the Money,**" because you SAVE the extra profits usually added to the manufacturing cost.

Its wide range, 3 Tuning Bands get **Short Wave,** 1.7 to 6.1 M.C.; **Foreign,** 6.1 to 18 M.C.; **Broadcast,** 545 to 1775 K.C., bringing in foreign, all American, police, airplane, amateur and ship calls with amazing clearness. The Improved Superheterodyne Circuit gives **Extra Power 10-Tube Performance** (not 8 NEW OCTAL BASE TUBES (2 dual purpose). **An entirely new Full View "TILT-BACK" Edge Lighted Dial** with foreign and American city names on it so you can tune by name and the **Tuning Eye** make perfect tuning quicker and easier. Its large size **Electro Dynamic Speaker** furnishes a rich, clear tone that challenges comparison with highest priced sets. Other important features are **Powerline Noise Rejection . . . "Newest Beam Power"** Audio System . . . **New Synchronized Tone Control . . . Automatic Volume Control . . . 3-Gang Ball Bearing Condenser . . . Large, marked knobs,** Cabinet has classy one-piece stump and sliced walnut veneer instrument panel and top with delightfully matched grille, knobs and dial. Size, 19¼x12¾x10½ inches. For 110–120-volt A.C. 50 or 60-cycle. If in 25-cycle territory mention and send $3.00 extra. Listed by Underwriters' Laboratories. **For Sears Easy Terms, see Page 5. Mailable but we recommend freight or express. Ship. wt. 39 lbs.**

**57 V 4795**—Cash. Radio (A) illustrated directly above. . . . . **$33.45**
**57 V 8575**—Aerial Kit. Shipping weight, 2 pounds . . . . . **69¢**

## (B) SILVERTONE 8-TUBE PERFORMANCE RADIO

### Compare It With Other $35 to $40 Radios

***OUTPERFORMS* MANY OTHER RADIOS USING SEVERAL MORE TUBES**

If you have an old model, short distance radio that can't get Foreign Stations and you do not feel you can invest more in a new radio . . . then, by all means, buy this Silvertone. It's a marvelous low priced radio that actually **OUTPERFORMS many other makes having many more tubes for one-half their operating cost.** Compare it with other makes your friends have costing $35 to $40 or more. Notice how clearly it gets **foreign programs, all American broadcasts, police calls and amateurs.** Make the "THRILL TEST" explained on Page 59. **Tuning Bands: Foreign,** 6.1 to 18 M.C.; **Short Wave,** 2.2 to 6.5 M.C.; **American,** 545 to 1720 K.C. **Automatic Volume Control, Variable Tone Control, 3-Gang Tuning Condenser and Dynamic Speaker** are fine features that give this Silvertone a smooth, even, realistic tone that will astonish all listeners. And its Superheterodyne Circuit gives **strong 8-Tube Performance** from its 6 TUBES, 2 of which are dual purpose. Large Airplane Dial with Tuning Eye makes perfect tuning simple. New horizontal cabinet is exceedingly neat and attractive; walnut veneer instrument panel. Size, 17⅛x10⅝x8⅝ inches. For 110 volts, 50 or 60-cycle A.C. If in 25-cycle territory, state and add $2.00 extra. Listed by Underwriters' Laboratories. **See Page 5 for Easy Terms. Mailable.** Shipping weight, 21 pounds.

**57 V 4575**—Cash. Radio (B) illustrated at top of page . . . . . **$21.95**
**57 V 8575**—Aerial. Shipping weight, 2 pounds . . . . . **69¢**

**All Radios on this page are shipped from Chicago, Philadelphia, Boston, Minneapolis, Cleveland or Binghamton, N.Y. Send your order to Chicago, Philadelphia, Boston or Minneapolis only.**

## Marvelously Improved NEW 1938 Silvertone No Bending . . . Easy to Tune Dial Guaranteed Foreign Reception $100 Features at Half-Price

It's no wonder **millions are changing to Silvertone,** for look at this big, powerful, beautiful Console Model. It looks like $100 radios . . . and you'll say it's their equal when you SEE and TRY IT for 15-Days as explained in our "THRILL TEST" on Page 59. It has all the new, improved features for quick, simplified tuning of all stations, without discomfort nor sacrifice of beauty. Here's a Christmas Time gift that will **keep giving happiness, pleasure and educational benefits to ALL** for many years to come.

### ALL-WAVE . . . 3-BANDS . . . TUNING EYE MAGNIFICENT TONE . . . RARE BEAUTY

3 Tuning Bands. Range: **Foreign,** 5.8 to 18 M.C.; **Ins. Short Wave,** 1.7 to 6 M.C.; **American,** 545 to 1800 K.C. . . . Beautiful, advanced design, illuminated "**ROLL-OVER**" **Dial** with foreign and American cities printed in large type for **easy tuning by name . . . Only one tuning band is shown at a time . . .** controlled by **WAVE BAND Selector Switch . . . 11-Tube Performance** is attained by our **Improved Superheterodyne chassis** with 10-newest octal base tubes (1 dual purpose) . . . **Valuable Tuning Eye . . . Large, powerful 10-inch Dynamic Speaker** combined with **Automatic Volume Control and Tone Control** give this Silvertone a wonderfully smooth, rich voice . . . **Automatic Bass Compensation . . . Double "Beam" Output Tubes . . . Lo-Noise Tuning Control for quiet tuning of local stations . . . Molded curved Dial Bezel . . . Large, marked Tuning Knobs . . . Moisture proofed Coils . . . Automatic Aerial Selection. R.C.A. Licensed.** The big, full size cabinet has the newest, smartest Roll Top and Instrument Panel of elegantly figured stump and stripe walnut veneers. Large grille louvres and decorative sides give it beauty surpassing many high-priced sets. Size, 37¼x22⅜x17⅞ inches.* For 110–120-volt, 50 or 60-cycle A.C. Listed by Underwriters' Laboratories. If for 25-cycle territory, mention and add $4.00 extra. **For Easy Terms, see Page 5. Not mailable.** Shipping weight, 70 lbs.

**57 VM 4880**—Cash Price . . . . . **$51.85**
**57 V 5567**—Special Doublet All Wave Aerial. Shipping weight, 4 pounds 8 ounces . . . . . **$2.39**

SEARS √ PAGE 57

# THE GREATEST GIFT OF ALL . . FOR ALL

## Silvertone ONE-BATTERY Radios

**No "B" or "C" Batteries Needed**

**ONE BATTERY DOES IT ALL . . . at Exceptionally Low Cost**

***You Save 30% to 50% on These Popular Models at Sears***

- **Guaranteed Foreign Reception**
- **3-Tuning Bands . . . Wide Range**
- **Flash-O-Lite, 6-inch Dial**

There's 20 years of valuable battery radio experience back of these Silvertones. Yes, we will prove to you, by our "THRILL TEST" on the next page that this **8-Tube Performance** Silvertone will match up in performance, quality and economy with other makes selling for nearly double our price. 8-Tube Performance is achieved by the Improved Superheterodyne Circuit using 6 new type tubes (2 dual purpose).

Its **3-Tuning Bands**, Range: **Foreign** and **Short Wave**, 2.2 to 6.5 M.C. and 6 to 18 M.C.; **American**, 545 to 1720 K.C. will bring into your home the finest entertainment from **foreign countries, American stations, also police, amateur, airplane and ship calls. The Automatic Volume Control, Variable Tone Control** combined with the large **Dynamic Speaker** give a smooth, even flow of the sweetest tones you've ever heard from such a reasonably priced radio . . . at Extremely low operating cost. The stylish, horizontal cabinet has a lovely stump walnut veneer front panel. Size, 18⅛ x 11⅝ x 9 inches deep. **For Easy Terms, see Page 5. Mailable.**

**57 V 4519**—With tubes (less battery, see below). Shipping weight, 23 pounds . . . **$27.06**

**57 VM 4674**—Special combination offer: 57 V 4519 radio and 57 V M 5220 air-charger. **Not mailable.** Shipping weight, 95 pounds. **$45.35**

**57 VM 4673**—Special combination offer: 57 V 4519 radio and 57 V 5210 Gas-O-Power charger. **Not mailable.** Shipping weight, 77 pounds . . . . . **$52.80**

**57 V 5575**—Aerial. Shpg. wt., 2 lbs. . . . **69c**

- **Guaranteed Foreign Reception**
- **Beautiful Tone Dynamic Speaker**
- **Very Lowest Operating Cost**

This ONE-BATTERY Silvertone is a **Miracle Worker** bringing in **Foreign and American Broadcasts, Police, Airplane and Amateurs.** Users say "Its **6-Tube Performance** EXCELS their neighbors' radios of other makes that cost 3 or 4 times more, for ½ the operating cost." Its **Improved Superheterodyne Circuit** uses 4 of the newest type Octal Base Tubes (2 dual purpose) that give powerful **6-Tube Performance** at amazingly low cost. Tuning Ranges: **Foreign** and **Short Wave**, 2.1 to 7 M.C.; **American**, 550 to 1720 K.C. **6-inch Dynamic Speaker** in the top. Large Easy-to-Tune Airplane Dial. **Automatic Volume Control.** Handsome "Roll-over" front and top of maple veneer. Size, 11⅝ x 14 x 8⅝ inches deep. **For Easy Payments, see Page 5. Mailable.**

**57 V 4421**—With tubes (less battery, see below.) Shpg. wt., 21 lbs . . . **$20.80**

**57 VM 4672**—Special combination offer: 57 V 4421 radio and 57 V M 5220 air-charger. **Not mailable.** Shipping weight, 93 pounds . . . . . **$38.30**

**57 VM 4671**—special combination offer: 57 V 4421 radio and 57 V 5210 Gas-O-Power charger. **Not mailable.** Shipping weight, 75 lbs. . . . . **$45.75**

**57V5575**—Aerial. Shpg. wt., 2 lbs. **69c**

## *BARGAIN* Long Distance BATTERY RADIO

- **25% to 35% Longer Battery Life**
- **Greatly Reduced Operating Cost**
- **Quicker and Easier Tuning Dial**

Here's one of the **Wonders of Radio** . . . a fine performing, inexpensive to buy and low cost to operate radio that reaches exceedingly long distances and has a surprisingly realistic tone. What a Christmas gift for those who do not have a radio . . . or for those with old obsolete model . . . or for the children's use.

Its **6-TUBE PERFORMANCE** is accomplished from an improved **Superheterodyne Circuit** using 4 new type octal base tubes, 2 of which are dual purpose. **Long Range Tuning;** 545 to 1720 K.C. also gets some police calls. **New Battery Saver Circuit and Longer Life Batteries** combined with **One Year Fully Guaranteed Super Silvertone Tubes** make this an unequalled value. For thousands of homes it will **get more stations and its Improved Battery Type Speaker** furnishes a **finer tone than their present radios . . . for ⅛ to ⅓ the operating cost.** The cabinet is the latest horizontal styling with decorative grille and walnut veneer front panel. Size, 13⅜ x 8¼ x 9⅛ inches deep. Complete with 4 tubes, one dry "A" or 6-volt storage battery and 2 "B" batteries. On-off Indicator on Dial.

**57 V 4617**—With dry "A" battery. **Mailable.** Shipping weight, 34 pounds . . . **$16.63**

**57 VM 4618**—With 6-volt storage battery. **Not mailable.** Shpg. wt., 36 lbs. . . . . **$18.65**

**57 V 5575**—Aerial. Shpg. wt., 2 lbs. . . . **69c**

***Make the "THRILL TEST" Explained on Opposite Page***

## SPECIAL PRICES ON RADIO BATTERY CHARGERS

**$6.00** EXTRA SAVING

**Silvertone AIRCHARGER**

A greatly **Improved Patented Battery Charger** for charging 6-volt or 2-volt storage batteries without operating cost. Furnished complete with 6-foot iron tower for flat or gable roofs, automatic cutout relay, ammeter and battery clips. Specially priced when purchased with any **ONE-BATTERY Radio** on this page. **See our Big Catalog for more complete description.** Shipping weight, 72 lbs.

**57 VM 5220**—Price . . **$23.50**

Purchased with above sets $6 less.

**$5.00** EXTRA SAVING

**GAS-O-POWER Charger**

Dependable **Electric and Gasoline Power Plant** for all homes without electricity. Specially priced when purchased with any **ONE-BATTERY Radio** on this page. It has a dependable, 100-watt D.C. generator for charging batteries to run radios or electric lights . . . and ⅓ H.P. 4-cycle air-cooled gasoline engine power for running washing machines, churns, pump-jack and power tools. For more complete description see our Big Catalog. Shipping weight, 54 pounds.

**57 V 5210**—Regular Price . . **$29.95**

When purchased with above sets $5 less.

## RADIO STORAGE BATTERIES

**Guaranteed 2 Years on a Service Basis**

Dependable, long-life, **GUARANTEED 6-VOLT Radio Batteries** with special radio-type terminals, convenient handle and attractive case. **Heavy Duty Type 21 Plates.** Suitable for even the largest size **ONE-BATTERY Radios.** Delivers 150 ampere hours service at one ampere rate. Size, 13x7x8⅝ inches.

**57 VM 703**—**Not Mailable.** Shipping weight, 58 lbs. . . . . **$7.85**

**Silvertone Standard**—**17 Plates.** Delivers 120 ampere hours service at one ampere rate. Size, 10⅜x7x8¾ in. high.

**57 VM 705**—**Not Mailable.** Shpg. wt., 48 lbs **$6.45**

**SHIPPED FROM** Chicago, Philadelphia, Boston, Minneapolis, Cleveland, Binghamton, N.Y. or from factories in Milwaukee, Detroit, Denver or Cincinnati, whichever is nearest you. **Send orders to Chicago, Philadelphia, Boston or Minneapolis Only.**



**All Radios on this and the opposite page are shipped from Chicago, Philadelphia, Boston, Minneapolis, Cleveland or Binghamton, N. Y. Send your orders to Chicago, Philadelphia, Boston or Minneapolis only.**

A NEW Silvertone RADIO
7-Tube PERFORMANCE $20.80 Cash $3 Down
Silvertone BATTERY RADIOS
10-Tube PERFORMANCE $32.95 Cash $4 Down
7-Tube PERFORMANCE $24.75 Cash $3 Down

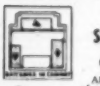
## MOST POWERFUL . . . 3-BAND SILVERTONE BATTERY RADIO EVER SOLD at THIS LOW PRICE

- **20% to 30% LONGER BATTERY LIFE From New Economy Circuit. See picture "A" above.**
- **Amazingly Clear . . . Thrilling . . . GUARANTEED FOREIGN RECEPTION.**

**A Christmas Gift Supreme** for homes without electricity. Its **GREAT POWER** will bring you and your family finer entertainment, more programs, greater educational advantages, more news events from foreign countries and American stations. This Silvertone will OUT-PERFORM any battery radio in its price class; that's why we invite you to make our 15-Day "THRILL TEST" described below to compare it with other makes selling for $60 to $75.

**Mighty 10-Tube Performance** is achieved by our **New Economy** Superheterodyne Circuit using 5 newest type tubes (2 dual purpose). Its **3 Tuning Bands: Ranges, Foreign** and **Short Wave**, 2.2 to 6.5 M.C. and 6 to 18 M.C. **American**, 545 to 1720 K.C. get **EVERYTHING** you really want. The **Automatic Volume Control, Variable Tone Control** and **New Type Dynamic Speaker** furnish this Silvertone a smooth, mellow, rich voice that will instantly win the approval of all. Its extra large 6-inch **"Band Spread" Dial** is fast acting, accurate and dependable. The stylish cabinet has the more expensive, one-piece instrument panel and top of beautifully grained mahogany and walnut veneers. Size, 17¾ in. high x 17⅜ in. wide x 12⅜ in. deep. Complete with 5 Tubes, one 4½-volt dry "A" or 4-volt storage battery and 2 "B" batteries. **For Easy Terms, see Page 5. Not mailable.**

**57 VM 4639**—With dry "A" battery. Shpg. wt., 71 lbs. **$33.95**
**57 VM 4640**—With 4-volt storage battery. Shpg. wt., 72 lbs. **33.95**
**57 V 5575**—Aerial for above sets. Shpg. wt., 2 lbs. . . . **.69**



## 7-TUBE PERFORMANCE SUPERB ALL AMERICAN RECEPTION

- **Brings in Far Away Stations Clearly**
- **Biggest Dollar Value in Its Class**

See Above Ⓑ

All Silvertones are fine **QUALITY Radios**, regardless of price. This model illustrated at the top of the page is America's leading, PROVED QUALITY, Battery Radio in the low price class. Users tell us it performs far better and has a superior tone than their neighbors' Radios and makes costing two or three times more. Its improved, *new economy* Superheterodyne Circuit gives **7-Tube Performance** from 6 newest type octal base tubes (1 dual purpose). New low drain tubes and an improved circuit provide 20% to 30% more life from batteries. The large **P. M. Dynamic Speaker . . . Automatic Volume Control . . .** and **Tone Control** furnish tone qualities you'd expect in $35 to $40 radios. Make our "THRILL TEST" and prove it to yourself. The cabinet, created by Sears, is one of the most attractive ever produced. Handsome walnut veneer front. Size, 10¹⁵⁄₁₆ x 16⅛ x 12⅜ in. deep. Complete with one 4½-volt dry "A" or 4-volt storage battery and 2 "B" batteries. **For Easy Terms, see Page 5. Not mailable.**

**57 VM 4498**—With dry "A" battery. Shpg. wt., 63 lbs. **$20.80**
**57 VM 4499**—4-volt storage battery. Shpg. wt., 68 lbs. . . **21.80**
**57 V 5575**—Aerial for above sets. Shpg. wt., 2 lbs. . . . **.69**



## NO OTHER BATTERY RADIO CAN EQUAL THIS SILVERTONE'S RECORD FOR PERFORMANCE . . . STYLE AND VALUE

- **GUARANTEED . . . IMPROVED FOREIGN RECEPTION**
- **30% to 50% Savings PROVED by Users Tests**
- **EXTRA LONG Service From IMPROVED BATTERIES**

**SAVE $20 to $30** . . . that's exactly what you will do when you buy this Silvertone and compare its performance with any other make having such a fine reputation, splendid quality and tremendous sales. This is a greatly improved model that brings in **FOREIGN PROGRAMS** and Long Distance American Stations with astounding clearness, beautiful tone and volume. You can verify this by making our 15-DAY "THRILL TEST" explained below. See illustration "C" above.

**7-Tube Performance** is obtained by using 6 newest type tubes; a new power output tube and one dual purpose, in an Improved Superheterodyne Circuit. **2 Bands** . . . Wide Range: **Foreign**, 5.6 to 17.5 M.C.; **American**, 545 to 1720 K.C. **Police** at 1720 K.C. Improved battery type, **6-inch Speaker . . . Automatic Volume Control . . . Tone Control . . . Automatic Economizer Tube . . . Marked Knobs.** Large, 6-inch, easy-to-tune, etched metal **airplane dial.**

The charming design of the matched walnut veneer cabinet with its set back type panels is exceptionally attractive. Size, 19½ in. high, 15 in. wide, 12⅜ in. deep. Complete with 6 Super Silvertone tubes, 3 plug-in "B" batteries, 1 plug-in 3-volt dry "A" battery. All enclosed in cabinet. **For Easy Terms, see Page 5. Not mailable.**

**57 VM 4422**—**Not mailable.** Shpg. wt., 65 lbs. . . . . **$24.75**
**57 VM 4423**—With 2-volt storage "A" battery and 5 tubes. (Battery economizer tube not required with storage battery) otherwise same as above. **Not mailable.** Shpg. wt., 66 lbs. . . . . **$25.75**
**57 V 5575**—Aerial for above. Shpg. wt., 2 lbs. . . . . **.69**

## Sears PROVE Silvertone Quality and Value by 15-DAY NO-RISK "THRILL TEST"

Silvertones have **WON First Place** in the homes and hearts of millions by actual comparison of **tone, performance and beauty** with the highest priced makes. Don't buy ANY other radio until you **SEE and HEAR** the Silvertone model you prefer. Notice the big saving of 30% to 50% you make at Sears. Order the model you prefer, send either full cash price or deposit with our Easy Payment Order Blank. **USE the Silvertone . . . COMPARE it . . . TEST** it thoroughly. Then, if you are not completely satisfied, return it to us in 15 Days and we'll refund your money, including transportation charges.

**SAVE 30% TO 50% ON RADIOS AT SEARS**

SEARS ✓ PAGE 59

# PRICE CUT 1/4
## FOR THIS CHRISTMAS EVENT

$1.39

### PLAID WAFFLE SET

If you would choose a gift that's different—one that is distinctive, yet not expensive, here's the answer! It's just the thing for a charming hostess when she serves waffles at the table. Set consists of covered batter pitcher, covered syrup pitcher and oblong tray. All are in the new checker plaid design that is so popular. And at Sears low price this set is a great bargain! May be had in **blue, green** or **tangerine. State color wanted.** Shpg. wt., 8 lbs.

**35 V 8091 ..... $1.39**

22-Pc. Set

$2.98

### HEATHER BLOOM MAKES LOVELY GIFT DINNERWARE

Always a favorite, Heather Bloom is well nigh irresistible at this new low price! A set that will brighten up your table wonderfully. Made of fine quality ivory color semi-porcelain, decorated with huge pompons of bloom in shades of orange, orchid and green. Platinum colored edge lines.

**22-Pc. Set.** Consists of the following: 6 cups, 6 saucers, 6 dinner plates, 6 bread and butter plates, 6 sauce dishes, 1 11-inch platter and 1 open vegetable dish. Shipping weight, 19 pounds.

**Reduced from $3.89 especially for this Value-Event!**

**35 V 249 ..... $2.98**

**51-Pc. Set.** Consists of: 8 cups, 8 saucers, 8 large dinner plates, 8 bread and butter and 8 sauce dishes, 8 soups, 1 medium platter, 1 open vegetable dish, 1 cream sugar bowl, (2 pcs.) and 1 cream pitcher. Shipping weight, 37 pounds.

**Reduced from $8.50.**

**35 V 249 ..... $6.95**

98c

### NEW ICE BOX DISH SET

Mother or Sister couldn't wish for a nicer or more practical gift than this smart refrigerator set! Saves time and space—see what's in each dish at a glance. All containers have flat covers that permit stacking into three layers. Made of fine, clear crystal glass that's easy to keep clean. Consists of 1 large 8x8-in. dish, 2 medium 8x4-in. dishes and 4 small 4x4-in. dishes. All with tight fitting glass covers. Entire set stands 9⅝ in. high. Shipping weight, 16 pounds.

**35 V 2034 ..... 98c**

22-Pc. Set

$3.79

### "BLUEBIRD," THE GIFT SUPREME

The promise of eternal springtime for her table. This unique pattern is exceptionally lovely, being decorated with bluebirds and apple blossoms, the symbol of peace and happiness. Smart new Montclaire shape. Lovely ivory colored body. Finest quality American semi-porcelain. Priced extremely low for this Christmas Sale. Composition of sets same as 35 V 249 above.

**35 V 4207 ..... State Size Set.**
**22 Pieces. Shpg. wt., 20 lbs. ..... $3.79**
**53 Pieces. Shpg. wt., 36 lbs. ..... 7.49**

### CHROMIUM PLATED BIRD CAGE

$2.29 Cage Only

Chromium plated bird cage, 11¼x17½ inches high. Has built-in bath, easy to clean, pull drawer base, wire seed guard, complete with perches, seed cups and spring. Modernistic stand, 67 in. high, has chrome plated loop, black enameled stand and heavy base. Shipping wt., 18 lbs.

**11 V 07448 ..... $3.98**

**11 V 07449**

**Cage Only. Shpg. wt., 6 lbs. ..... $2.29**



BUILT-IN BIRD BATH

- Sanitary Slide-Out Bottom.
- Cage and stand $4.98 value.

$1.98

### 23-PIECE CHINA TEA SET

Surprise her this Christmas with a beautiful imported Oriental tea set! And this is a set that usually sells for much more than this low price! Colors are ivory and blue, decorated with plum blossoms in tangerine on graceful jet black stems. An exceptionally fine value! Set consists of 6 cups, 6 saucers, 6 tea plates, 1 creamer, 1 covered sugar bowl and 1 covered tea pot. Shipping weight, 12 pounds.

**35 V 8083—Special Gift Price $1.98**

### Siphon Bottle — $2.87

Compares with $5.00 bottles! Ideal for sodas and drinks. Uses hydrant water. Recharge bulbs cost less than 5½c each. Made of heavy stainless steel. Will give long service. Holds 1 quart. Shipping weight, 2 lbs.

**11 V 5728 ..... $2.87**

**11 V 5729—10 Recharge Bulbs.** (1 bulb makes full quart.) Shpg. wt., 1 lb. .54c

### Redwood Gifts — 89c Each

Ⓐ **Nut Bowl and Mallet.** Pieced California Redwood. Bowl is in beautiful matched wood, 9½ in. in diameter. Shpg. wt., 1 pound.

**11 V 5214 ..... 89c**

Ⓑ **Fruit Bowl.** Same material as above. About 10½ inches in diameter. Shipping weight, 1 lb. 14 oz.

**11 V 5208 ..... 89c**

### Caster Set — $1.19

The Ideal Gift! Revolving chrome plated tray on glass base. Bakelite center post holds salt, pepper, vinegar, and oil bottles, mustard and horseradish jars. An unusually smart set, and a sure Christmas gift couldn't be found. Shipping weight, 5 pounds.

**35 V 2638**

**$1.19**

### Children's 3-Piece Set — 47c

Ⓐ Santa Claus couldn't bring your children a cuter present than this Mickey Mouse dish set! 7-in. plate, 5¾-in. oatmeal dish and 6-oz. mug. Shpg. wt., 2 lbs. 8 oz.

**35 V 8000 ..... 47c**

Ⓑ **35 V 192**—Mickey Mouse Tumbler. Cap., 9-oz. Shpg. wt., 2 lbs. 3 for ..... 17c

### Jumbo Hamper — $3.89

Flat woven fiber with braid trim at top and bottom. Polished pyralin top. Chrome color handles. Size, 12x20½x27½ inches high. An outstanding value, and an ideal gift for any home. **State choice of Blue, Green, Orchid, Ivory or Black and White.**

Shipping weight, 14 pounds.

**11 V 06819 $3.89**

# A Merry Christmas to You

# FREE GIFT

With Purchase of Any Article on This Page

**$19.95**

**$30.00 Value**

**Heatmaster**

## Automatic Roaster and Timer

How she'll appreciate THIS gift! In addition to the most complete, full size roaster on the market today, we give you FREE a $5.70 "Mark-Time" Switch which allows the roaster to turn on or off automatically within a period of 3 hours. Gives you the important features of the most expensive electric range—automatic heat and time control. Roasts—bakes—boils—stews—fries—broils—grills—toasts! Holds 17-lb. turkey. Costs as little as 2 cents an hour to operate. Porcelain enamel inset pan. Three aluminum inset pans (two 2½-qt. and one 5-qt.). Removable broiling unit in lid. Ivory color baked enamel with dark blue trim. Length, 18½ in.; width, 13 in.; ht., 12 in. Food rack for broiler. Maintains any heat, to 500° F. **Listed by Underwriters and approved by Good Housekeeping.** For 110-120-volt A.C. only. 6-ft. cord. Instructions. **Easy Terms!—Page 5.**

**20 V 1966**—Shipping weight, 33 pounds..... **$19.95**

**Deluxe Powermaster Standard**

**$15.75** A $25.00 value! Mixes, whips, beats, mashes, stirs, extracts fruit juices. Powerful 3-speed motor. Portable for mixing over stove. Built-in power outlet for attachments. (See our General Catalog for attachments.) White baked enamel finish. 2 green glass bowls, white porcelain enamel juice extractor bowl, 2 beaters, drink mixer, instructions and recipes. **Listed by Underwriters.** For any 110-120-volt current. **With FREE transparent rubber dust cover.** Shpg. wt., 21 lbs.

**20 V 15851 — $15.75**

**$9.75** A $14.95 value! No finer mixer at anywhere near this price! Ivory color baked enamel finish. 2 green glass mixing bowls, drink mixer, juice extractor. Instructions and recipes. **Listed by Underwriters.** For any 110-120-volt current. Slightly smaller and less powerful than mixer at left, and without power outlet—but by far the finest mixer you can buy at this price! **With transparent rubber cover FREE.** Shipping weight, 21 pounds.

**20 V 16691 ..... $9.75**

**Percolator Heatmaster Toaster**

**$2.95** The finest aluminum percolator we know of—**with an aluminum toast and waffle cover FREE!** 9-cup capacity. Extra heavy gauge metal. Filter feet. Highest grade element. Cool black handle. **Listed by Underwriters.** For any 110-120-volt current. Detachable cord and plug. Shipping weight, 4 pounds 4 ounces.

**20 V 86901 ..... $2.95**

**$4.45** **Automatic!** Heat turns off and bell rings when bread is toasted. Controlled heat keeps bread warm. "Turn-over" type. Toasts 2 slices. Mica elements. Chromium finish. Cord and plug. Instructions. **Listed by Underwriters.** For 110-120-volt A.C. only. **Aluminum toast and waffle cover FREE.** Shpg. wt., 3 lbs. 8 oz.

**20 V 19721 ..... $4.45**

## KENMORE Cleaner—The Perfect Gift

Reg. U.S. Pat. Off.

It's unbelievable—the gift opportunity of a lifetime! You get a fine 6-piece set of attachments ABSOLUTELY FREE when you buy this KENMORE!

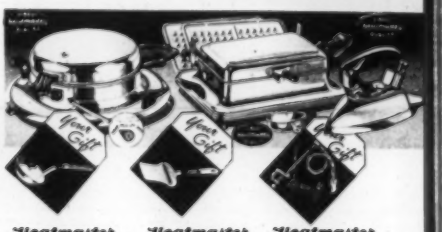
**Try the KENMORE for 10 days.** Use it in your own home. Compare it with cleaners costing twice as much. If it isn't the finest cleaner you've seen at anywhere near this price, send it back, along with the attachments, and we'll refund every cent you've paid, including shipping costs.

Its BEATING—SWEEPING—SUCTION action takes the dirt out without injuring rugs. It has notable adjustment for rugs of different thicknesses . . . . molded rubber furniture guard . . . sturdy polished aluminum castings . . . 3-position pistol grip handle . . . motor driven center sweep brush . . . powerful vertical bronze bearing motor . . . 20-ft. cord with rubber plug. **Listed by Underwriters' Laboratories.** For any 110-120-volt current. Shipping weight, 22 pounds.

**20 V 9892**—Cash...**$23.95**
Easy Payment Price ($3 down; $3 a month).....**$26.45**

For Easy Payments See Page 5. Use Easy Payment Order Blank.

12-volt cleaners available at same price, shipped from factory at Chicago, Ill., and you pay postage from there. Order from nearest Mail Order House.




**Heatmaster**

### Waffle Iron

**Automatic!** Perfect waffles every time! Rustless chromium finish. Cool bakelite handles. 8-inch aluminum grids. Highest grade long-life element. Detachable cord and plug. **Listed by Underwriters.** For 110-120-volt A.C. only. **Chromium plated batter ladle FREE.** Shpg. wt., 8 lbs.

**20 V 11891 $5.75**

**Heatmaster**

### Toaster-Grill

4-in-1! Bakes waffles! Toasts sandwiches! Grills and fries eggs, chops, etc. Chromium finish. Bakelite handles. Cord and plug. Grids, 5½x8¾ inches. **Listed by Underwriters.** For any 110-120-volt current. **Handy spatula FREE.** Shipping weight, 9 lbs. 8 oz.

**20 V 18981 $3.75**

**Heatmaster**

### Automatic Iron

800 Watts. Saves current—time—clothes! Fully chromium plated. Cool handle, thumb rest. Weighs 6½ lbs. 14% more ironing surface than most irons. **Listed by Underwriters.** For 110-120-volt A.C. only. **FREE Retractocord set.** Shpg. wt., 7 lbs. 8 oz.

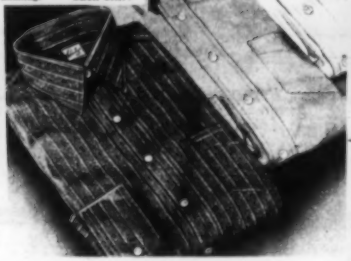
**20 V 45491 $3.98**

# Gift Shirts... ANY ONE

**INDIVIDUALLY MONOGRAMMED FOR ONLY**

A rich looking monogram on the sleeve adds a dollar's worth of smartness—a dollar's worth of personality—to ANY dress shirt. Each initial is ¾-inch high, embroidered on the left sleeve. COLORS: Navy, Green, Brown, Maroon, Yellow, White. **HOW TO ORDER: PRINT INITIALS plainly, and state color wanted.** Add to your remittance the charge for monogramming.

**13¢ EXTRA Each Shirt**



## Something He'll Remember!

**$1.35 EACH**
**3 FOR $3.95**

Beautifully tailored shirts made of a fabric that steps right out of the "ordinary" class and distinguishes itself with a richer luster. Actually made of strong cotton broadcloth flashed up by interwoven rayon yarns. Guaranteed pre-shrunk, vat-dye colors. Attached soft collar and one pocket. A very impressive gift in its transparent wrapper. Shpg. wt., ea., 11 oz.; of three, 1 lb. 13 oz.

HALF SIZES: 14 to 17. SLEEVE LENGTHS: Short, Medium and Long. *State size and sleeve length.*

**33 V 290**—White **33 V 291**—Blue

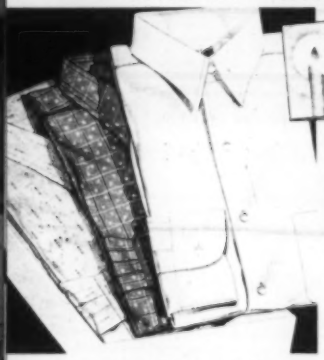
## And Sanforized-Shrunk

**89¢ EACH**
**3 FOR $2.59**

Only GOOD shirts are Sanforized . . . it's the best shrinking process known. And only GOOD broadcloths are made of such fine COMBED cotton yarns. You'll recognize the tailoring as the $1.29 kind. Vat-dye colors. Transparent wrapper. Attached soft collar. Shpg. wt., ea., 11 oz.; 3, 1 lb. 13 oz.

HALF SIZES: 14 to 17. SLEEVE LENGTHS: Short, Medium and Long. *State size, sleeve length and color.*

**33 V 360**—Plain White **33 V 361**—Plain Blue
**33 V 362**—Patterns in Blue, Tan or Gray



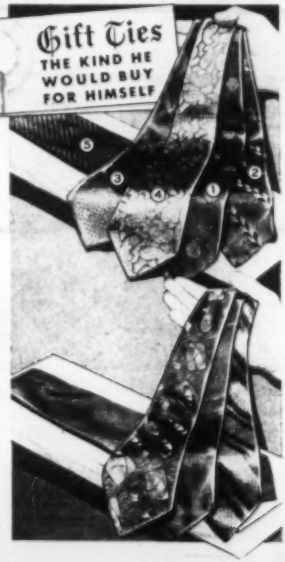
## Non-Wilt Collars—In Box

Honest $1.95 shirts in everything but price. Patterns are woven right in the lustrous cotton shirtings (not printed). Plain white in cotton broadcloth of unusually high thread count. Collars are fused . . . won't wilt, wrinkle or curl. Guaranteed PRE-SHRUNK for lasting fit. VAT-DYE colors.

HALF SIZES: 14 to 17. SLEEVE LENGTHS: Short, Medium and Long. *State size and sleeve length.* Shpg. wt., each, 1 lb. 3 oz.; 3, 3 lbs. 5 oz.

**33 V 240**—Plain White
**33 V 241**—Blue Check
**33 V 242**—White with Blue Woven Figures

**$1.59 EACH**
**3 FOR $4.59**




## Real Beauties Hand Tailored

**49¢ EACH**

Your choice of five types of patterns—in a wide choice of colors—every one a new creation, woven especially for the 1937 Holiday season! Wool bias cut lining and patented resilient construction. Fine Bemberg and other rayon. Each packed in a gift box. Order two or three—they're gifts you'll be proud to give.

PATTERNS: (1) Figures. (2) Stripes. (3) Satins in Plaid Effects. (4) Persians. All offered in GROUND COLORS: Blue, Maroon or Brown.

PLAIN COLORS: (5) Blue, Gray, Maroon, Brown, Black or Green. *State pattern number and color.*

**33 V 8414**—Shipping weight, 3 ounces.

## A Big Handful of Super Values

**29¢ EACH**

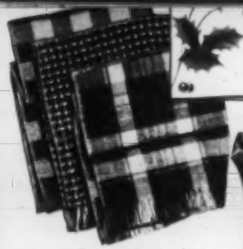
Some of the finest 50c ties a man ever snuggled up to his collar. Good looking cheerful patterns and rich plain colors made of silk-like rayon fabrics. Machine tailored with a wool and cotton mixed lining. Each tie individually boxed, unusual at this price.

COLORS: Blue, Maroon or Brown. *State color.* Shipping weight, 3 ounces.

**33 V 8423**—Plain Colors
**33 V 8424**—Figures
**33 V 8425**—Stripes

# Gift Accessories

**REAL ASSETS TO A GENTLEMAN'S WARDROBE..MONEY-SAVING PRICES**



## Wool Worsted Mufflers

Guaranteed to please men of all ages! Made of all wool worsted (that means only the longest and strongest wool yarns are used). A variety of colorful smart plaid patterns all similar to illustrations. A real thrift-gift! About 11½x48 inches including the fringe. Attractively packed in gift box.

COLORS: Blue, Maroon, Brown or Gray. *State color wanted.*

**47c** EACH

**33 V 9582**—Shipping weight, 7 oz.

## New 3-in-1 Gift Set!

1 . . Belt made of box grain bridle leather, 1¼ inches wide. 2 . . INITIALLED buckle, two-tone silver and gold finish. 3 . . . Good looking ash tray of fireproof plastic burlwood.

EVEN SIZES: 30 to 42-inch waist. *State size and PRINT INITIAL.* Any initial except I, O, Q, U, V, X, Y or Z. Shipping wt., 13 oz.

**79c** A SET

**33 V 8900**—Black **33 V 8901**—Brown

## Garter-Suspender Set

Suspenders have new clip ends and adjustable "H" back that gives free action. Single grip garters have satin-faced pads.

COLORS: Blue, Maroon, Brown. Also Black with White. *State color.*

**79c** A SET

**33 V 8606**—Shipping weight, 12 ounces.

## "Velvet Grip" Garters

Famous Boston brand . . with the silk-faced satin pads. Nickel plated steel metal parts. Boxed with Holiday cellophane. Shipping weight, a pair, 3 ounces.

**33 V 9112**—Double Grip..... **33c**

Single Grip..... **33 V 9114** ..... **25c**

## BIG SOFT "BEACONS"

**A GOOD BET FOR DAD**

Robes are one of those much-needed accessories that a man just won't buy for himself . . . that's why gift robes are always received so heartily. This one is made of "Beacon" cotton blanket cloth, extra warm and extra comfortable because it's EXTRA HEAVY. Double shawl collar. Big roomy sizes. Full cord trim. All seams strongly reinforced. Three pockets. Rayon cord girdle. Packed in gift box. Assorted patterns.

COLORS: Blue, Brown or Gray.

EVEN SIZES: 34 to 48-inch chest. *State size and color.*

**$3.95** EACH

**33 V 7499**—Shpg. wt., 3 lbs. 8 oz.

## 3 FEATURES MAKE IT AN IDEAL Gift Work Shirt

1. **It's cotton covert cloth, tightly woven, won't show dirt or grease readily.**
2. **It's Sanforized-Shrunk . . . No amount of washing can shrink it out of fit.**
3. **It's a Heavyweight . . . One of the strongest and most durable of its kind.**

Made in coat style with two button-through pockets, triple stitched main seams and non-rip sleeve facings. Worth 98c!

HALF SIZES: 14½ to 17. *State size.* Shipping weight, each, 15 ounces; three, 2 pounds 9 ounces.

**33 V 575**—Blue **33 V 576**—Gray

**33 V 577**—Tan

**69c Each** **3 for $2.00**

## Royal Ascot

**$1.45** A Suit **2 for $2.79**

You know Royal Ascot dress shirts . . . You know their reputation for style, fabric and tailoring . . . Here's that same measure of quality in Royal Ascot Pajamas. Very latest patterns in fine quality cotton broadcloth and silk-like luster sateens. Regular $1.65 to $1.95 values. Covered side elastic in trousers for comfort. Assorted colors.

SIZES: A (34 to 36); B (38 to 40); C (42 to 44); D (46 to 48); E (50 to 52-inch chest). *Order by size letter.* Shipping weight, a suit, 14 ounces; of two, 1 pound 10 ounces.

**33 V 7353**—Notch Collar Coat
**33 V 7354**—Middy Style
**33 V 7355**—Coat Style

## WARM FLANNELETTE

**89c** A Suit **2 for $1.75**

Comfortable flannelette pajamas. Cut big for a roomy fit and made in attractive striped patterns. Trousers have an elastic insert in waistband. Coat style in frog trimmed and has military style collar. Medium weight. Assorted patterns and colors.

SIZES: A (34 to 36); B (38 to 40); C (42 to 44); D (46 to 48); E (50 to 52-inch chest). *Order by size letter.* Shipping weight, each, 1 pound; of two, 1 pound 14 ounces.

**33 V 974**—Military Coat Style
**33 V 975**—Middy Style

# "Boy--are we lucky"

## Gift Sweaters

**"TWINS" WITH THE NEW SHORT NAP! REAL BEAUTIES**

| FOR MEN | FOR BOYS |
|---|---|
| $3.39 EACH | $2.98 EACH |

**ALL WOOL** . . . Soft and springy, slightly napped, firmly knit. Famous "Supreme" Label inside certifies that all yarns used are wool.

**SHIRRED BACK** . . . Gives Free-swing action, adds to its smartness. Man or boy, it's a feature he'll like.

**FULL ZIP COAT** has knitted tabs and metal rings for neater fit. Two pockets. V-shaped neck.

**TAPED SEAMS** at shoulders make it neater inside. Full length slide fastener is rustless.

**SLEEVELESS PULLOVER** has U-V Neck. Comfortably proportioned.

| MEN'S SIZES | BOYS' SIZES |
|---|---|
| EVEN SIZES: 34 to 44. *State size.* Shpg. wt., 1 lb. 7 oz. | EVEN SIZES: 28 to 36-inch chest. *State size.* Shipping weight, 1 lb. 6 oz. |
| **33 V 1515** Blue Heather | **33 V 1714** Blue Heather |
| **33 V 1516** Brown Heather | **33 V 1715** Brown Heather |

## MONEY-SAVING Gift Ideas

**FOR BOYS 6 TO 16 YEARS**

### Boys' Pre-Shrunk Gift Shirts

**79¢ EACH** — **3 FOR $2.29**

Pressed with the collar in "stand-up" position to make it more attractive in its shiny transparent gift package. All pre-shrunk. Plain white is sturdy cotton broadcloth; patterns are fine count cotton shirting, all vat-dye fast colors.

JUVENILE SIZES: 8, 10, 12 years. *State age-size.* Shipping weight, each, 7 ounces; 3, 1 pound 1 ounce.

Boys' SIZES: 12½, 13, 13½, 14, 14½-inch neck. *State size.* Shpg. wt., each, 9 oz.; 3, 1 lb. 7 oz.

| Regular Soft Collar | Button-Down Collar |
|---|---|
| **33 V 1485**—White | **33 V 1487**—Patterns |
| **33 V 1486**—Patterns | |

### Ⓐ Boys' Lined Mittens

**43¢ A PAIR**

Young America's favorite mittens. Genuine grain cowhide, chrome tanned, soft and flexible. Warm and soft fleeced cotton lining. Snug elastic web wrist. Shipping weight, 6 oz.

SIZES: 5 to 14 years. *State age-size.*

**33 V 3953**—Tan **33 V 3954**—Brown **33 V 3955**—Black

### Ⓑ Wool Hockey Cap

**59¢**

Not just wool—but **worsted** wool—that means only the longest, strongest wool yarns are used. Snappy colors with contrasting trim. ONE SIZE, fits every boy. Shipping weight, 4 ounces.

**33 V 4940**—Maroon **33 V 4941**—Navy
**33 V 4942**—Royal Blue **33 V 4943**—Brown

### Ⓒ Boys' Western Belt

**49¢**

A new copy of the **big** studded belts. Full grain cowhide leather in hand tooled effect, decorated with sparkling jewel stones and metal studs. Engraved style nickel plated steel buckle and loop. Shipping wt., 4 oz.

EVEN SIZES: 24 to 30-inch waist. *State size.*

**33 V 8925**—Black **33 V 8926**—Tan

### Ⓓ Patterned Ties

**23¢ EACH**

Young fellows like their ties plenty "hot"—and these are! Easy to tie and keep in shape. Durable rayon fabrics. In attractive gift box. Shipping weight, 4 ounces.

COLORS: Blue, Red, Brown or Green. *State color.*

**33 V 8540**—Stripes **33 V 8541**—Plaids

# Gift Gloves FOR HIM

RICH LEATHERS WITH THE SMOOTH, QUALITY FEEL THAT MEN LIKE

## Proved by CCC Men

Chopper is Grain cowhide leather, chrome tanned; adjustable leather strap on back. Removable liner is firmly knit of 44% wool yarns, balance cotton. Shipping weight, 9 ounces.

89c A PAIR

MEN'S SIZES: Large and extra large. *State size.*

33 V 4430—Tan 33 V 4431—Black

BOYS' OR YOUTHS' SIZES: Same as above but made for youths and larger boys. One size only.

33 V 3978—Tan

## Lined Capeskin

Choice of two popular styles in smooth chrome tanned leathers. Neatly patterned lining of rayon and cotton fleece. Half outseam sewn. Stitched backs. Shipping weight, 5 ounces.

98c EACH

HALF SIZES: 7½ to 10½. *State size.*

| Button Top | Slip-On |
|---|---|
| 33 V 4206 Brown | 33 V 4226 Brown |
| 33 V 4207 Black | 33 V 4227 Black |

## Smooth Horsehide

If he's hard on dress gloves—he'll appreciate these. Smart and dressy—yet they'll stand up and "take it"—won't scuff. Made of all grain side chrome-tanned horsehide. Fleeced rayon and cotton lining. Outseam sewn, stitched backs. Adjustable strap at wrist.

$1.49 A PAIR

HALF SIZES: 8 to 10½. *State size.* Shipping weight, 6 ounces.

33 V 4231—Black

## All Fur Lined Warm and Soft

GENUINE CAPESKIN LEATHER $2.49 A PAIR

Supreme gift glove of the season—Noticeably superior by any standard of comparison! Warm—every inch lined with clipped coney (rabbit fur). Button top has wind-shield for extra protection against cold.

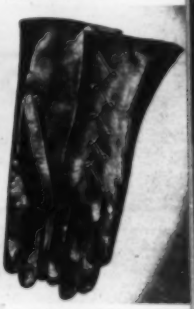
Dressy—Leather is chrome tanned for softness, back has hand staggered effect, full outseam sewn for better fit. Each pair individually packed in gift box.

HALF SIZES: 8 to 10½. *State size.* Shpg. wt., 6 oz.

33 V 4247—Brown
33 V 4248—Black

# Gift Gloves FOR HER

EVERY STYLE A HIT.. 10 TO 1 SHE NEEDS THEM ..WOMEN ALWAYS DO (sic)



## Lined Lambskin

Winter warmth—plus fashionable style and sleekness. Soft chrome tanned leather lined with fleeced rayon and cotton. Stitched backs. Half outseam sewn.

98c A PAIR

HALF SIZES: 6 to 8½. *State size.* Shipping wt., a pair, 4 oz.

Snap Fastener Wrist
33 V 3670—Black 33 V 3671—Brown

Slip-On Model
33 V 3672—Black 33 V 3673—Brown

## The "Continental"

A new creation in double woven cotton chamois suede fabric. Back is streamlined by a design in hand-sewn stitching. Cuff strap is also hand sewn. Shirred elastic for better fit. Overseam sewn. Made in Czechoslovakia.

69c A PAIR

COLORS: Black, Brown or Navy Blue. HALF SIZES: 6 to 8½. *State size and color.*

33 V 2609—Shipping weight, 3 oz.

## Genuine Kidskin

Every woman knows the thrill of fine kid. Hand sewn rolled top and embroidered backs. Cuffs are gathered and flared. Table cut. Overseam sewn. Made in Czechoslovakia.

$1.98 A PAIR

COLORS: Black, Brown or Navy Blue. Quarter Sizes: 6 to 8. *State size and color.*

33 V 3005—Shipping wt., 4 oz.

## A New Lead for 1938 Styles

LIGHT WEIGHT CAPESKIN $1.49 A PAIR

A different twist to the way they're fashioned. Pattern cut for a neater fit. Contrasting stitching on back has a slenderizing effect. Self bound top. Half piqué sewn.

COLORS: Black or Brown

QUARTER SIZES: 6 to 8. *State size and color.*

33 V 3889—Shpg. wt., 4 oz.

# MEN'S HUSKY HI-CUTS

**$3.49 PAIR**

**$2.39 PAIR**

## Solid Leather

—Double-tanned black cowhide leather uppers—Two oak-tanned leather soles, brass plated nailed and sewed—Vamps triple-stitched with strong harness thread—Sturdy sole leather counters—Grain leather insole —13-nail rubber heels

Hi-Cuts like these make just the kind of gift many men prefer!

MEN'S SIZES 6, 6½, 7, 7½, 8, 8½, 9, 9½, 10, 10½, 11 and 12. Wide width. *State size.* Shipping weight, 4 pounds 2 ounces.

67 V 4961—Pair..... $3.49

## Economy Value

—Sturdy, serviceable waxed black split cowhide leather uppers —Moisture-resisting rubber caulk welts moulded to extra thick "Compo" outsoles—Leather insoles—13-nail rubber heels

Sturdy and serviceable—they'll give you more than your money's worth of long satisfactory wear. Make fine gifts, too.

MEN'S SIZES 6, 6½, 7, 7½, 8, 8½, 9, 9½, 10, 10½, 11 and 12. Wide width. *State size.* Shipping weight, 4 pounds.

67 V 4962—Pair..... $2.39

2 STURDY LEATHER SOLES

# GIVE *Slippers*

## Leather Sole Hi-Lo Style

**98c PAIR**

—Fine quality brown felt uppers—Warm checked "up-or-down" collar —Kid leather reinforced toe—Sturdily reinforced counter—Tough, pliable leather sole —Comfortable rubber heel

MEN'S SIZES 6, 7, 8, 9, 10, 11 and 12. Wide width. *State size.* Shipping weight, 1 pound 8 ounces.

67 V 3904—Pair..... 98c

**$1.69 (B) MEN'S**

ALSO IN BOYS' SIZES

**95c (A) MEN'S**

## Warm Sheep Wool Lined

MEN'S SIZES 6, 7, 8, 9, 10, 11 and 12. BOYS' SIZES 1, 2, 3, 4 and 5. Wide width. *State size.*

**(A) Economy Priced**

—Natural color sheepskin wool pelt uppers —Chrome-tanned natural color leather sole

67 V 3908—MEN'S. Shipping weight, 14 ounces. Pair..... 95c

67 V 3962—BOYS'. Shipping weight, 12 ounces. Pair..... 89c

**(B) Leather Soled**

—Natural color sheepskin wool pelt uppers —Oak-tanned leather sole—Rubber heel

67 V 3937—MEN'S. Shipping weight, 1 pound 6 ounces. Pair..... $1.69

67 V 3963—BOYS'. Shipping weight, 12 ounces. Pair..... 1.59

# BOYS' HUSKY HI-CUTS FOR SCHOOL AND PLAY

←2-IN. BLANKET LINED TURN-DOWN CUFF

**$2.98 PAIR**

## Snappy Style

—Brown elk-grained leather uppers —2-inch blanket lined "up-or-down" cuff—Goodyear sewed soles—One-piece grain leather insole—Tire-Cord sole and heel

BOYS' SIZES 1, 1½, 2, 2½, 3, 3½, 4, 4½, 5 and 5½. Wide width. *State size.* Shipping weight, 3 lbs. 6 oz.

67 V 5632—Pair..... $2.98

## Rugged

**$2.59 BOYS'** →

—Black elk-grained leather uppers —Leather insole —Moisture-resisting caulk welt —"Compo" outsole—Rubber heel

Wide width. *State size.*

BOYS' SIZES 1, 1½, 2, 2½, 3, 3½, 4, 4½, 5, 5½, 12 in. high. Shipping weight, 1 pounds.

67 V 5602—Pair..... $2.59

SMALL BOYS' SIZES 9, 9½, 10, 10½, 11, 11½, 12, 12½, 13, 13½, 11 in. high. Shipping weight, 2 pounds 8 ounces.

67 V 5603—Pair. $2.29



SEE SEARS GENERAL

# PRACTICAL AND COMFORTABLE

### Flexible Hand Turned

—Soft brown elk-grained leather uppers—Tough oak tanned leather soles—Comfortable rubber heels

$1.49 PAIR

Hand turned soles—mark of flexible comfort and superior quality.

MEN'S SIZES 6, 7, 8, 9, 10 and 11. Wide width. *State size.* Shipping weight, 1 pound 6 ounces.

**67 V 3914**—Pair..... **$1.49**

### Soft, Pliable Comfort

—Soft, pliable black kidskin leather uppers—Flexible oak-tanned leather soles—Leather lined quarter—Live rubber heels

$1.79 PAIR

A style any man will like!

MEN'S SIZES 6, 6½, 7, 7½, 8, 8½, 9, 9½, 10, 10½, 11 and 12. Wide width. *State size.* Shipping weight, 1 pound 8 ounces.

**67 V 3944**—Pair..... **$1.79**

### "OLD RELIABLE"

$1.85 MEN'S

—Soft, pliable kidskin leather uppers—Long-wearing kid leather lined quarter—Drill lined vamp—Fine quality side goring—Flexible stitchdown construction—One-piece grain leather midsole—Oak-tanned leather outsole—Rubber heel

Sears finest slipper—the "Gift of Gifts" for both Father and Son! Wide width. *Order half size larger than shoe size.*

MEN'S SIZES 6, 6½, 7, 7½, 8, 8½, 9, 9½, 10, 10½, 11 and 12. Shipping weight, 2 pounds.

**67 V 3936**—Brown. **67 V 3946**—Black. Pair..... **$1.85**

BOYS' SIZES 1, 1½, 2, 2½, 3, 3½, 4, 4½, 5 and 5½. Shipping wt., 1 lb. 5 oz.

**67 V 3956**—Brown. Pair..... **$1.69**

### (C) Leather Soled Felt

—Soft gray felt uppers—Reinforced, tipped toe prevents scuffing through—Sturdy counter—Flexible stitchdown construction—Oak-tanned leather sole—Comfortable rubber heel

MEN'S SIZES 5, 6, 7, 8, 9, 10, 11 and 12. Wide width. *State size.* Shipping weight, 1 lb. 4 oz.

**67 V 3901**—Pair..... **98c**

### (D) Felt Lined Bootee

—Soft, brown genuine kidskin uppers—Warm sheepskin collar—Comfortable, padded chrome leather sole and heel. Wide width. *State size.*

MEN'S SIZES 6, 7, 8, 9, 10 and 11 Shpg. wt., 1 lb. 2 oz.

**67 V 3900**—Pair..... **$1.49**

### (E) Stylish New Everett

—Alligator grained black leather-like fabric uppers—Semi-hard, flexible leather sole—Rubber heel. Wide width. *State size.*

MEN'S SIZES 6, 7, 8, 9, 10 and 11. Shpg. wt., 1 lb. 6 oz.

**67 V 3947**—Pair..... **89c**

BOYS' SIZES 1, 2, 3, 4, 5.

**67 V 3967**—Shpg. wt., 12 oz. Pair..... **79c**

### (F) Soft Elk-Grained Leather

—Brown elk-grained sawhide leather uppers—Cotton fleeced lining—Padded chrome leather sole and heel. Wide width. *State size.*

MEN'S SIZES 6, 7, 8, 9, 10, 11, 12

**67 V 3919**—Shpg. wt., 12 oz. Pr. **89c**

BOYS' SIZES 1, 2, 3, 4, 5.

**67 V 3959**—Shpg. wt., 11 oz. Pr. **79c**

### (G) Novelty Pattern

—Smartly checked exotic cloth uppers with contrasting felt trim—Padded chrome leather sole and heel. Wide width. *State size.*

MEN'S SIZES 6, 7, 8, 9, 10, 11 and 12. Shpg. wt., 1 lb. 2 oz.

**67 V 3905**—Brown and White, Brown Trim

**67 V 3911**—Black and White, Black Trim

Pair..... **89c**

### (H) Semi-Hard Leather Sole

—Brown kidskin leather uppers—Comfortable roomy last—Rubber heel. Wide width. *State size.*

MEN'S SIZES 6, 7, 8, 9, 10, 11 and 12. Shpg. wt., 1 lb. 2 oz.

**67 V 3917**—Pair..... **$1.10**

### (J) Bargains!

—Sturdy brown felt uppers, leather tip-ped to prevent scuffing through—Comfortably padded chrome leather sole and heel

Wide width. *State size.*

MEN'S SIZES 6, 7, 8, 9, 10, 11 and 12. Shipping weight, 15 ounces.

**67 V 3912** Pair..... **65c**

BOYS' SIZES 1, 2, 3, 4 and 5. Shipping weight, 9 ounces.

**67 V 3965** Pair..... **59c**

CATALOG FOR OTHER SLIPPER AND HI CUT VALUES SEARS ✓ PAGE 367

# Giftworthy

## Slippers to Carry Your Greetings

FOR WOMEN!

Ⓓ $1.64 Pr.

Ⓒ $1.00 Pr.

"HOLLY DAY" SUGGESTIONS

Ⓑ $1.39 Pr.

FOR CHILDREN!

Ⓐ 59¢ Pr.

**DESCRIPTIONS OF SLIPPERS ON OPPOSITE PAGE**

**Ⓐ Misses' Choice**
—Bright rayon velvet
—Matching rayon lining
—Padded leather sole
—Low comfortable heel

SOMETHING NEW! Hi-front D'orsay just like Mother's. Snug, comfortable, long-wearing. Colorful braided trim and pompon. Corded center seam. HOLIDAY SAVINGS.

GIRLS' SIZES 9, 10, 11, 12, 13, 1, 2, 3. Wide width. *State size.* Shipping weight, 15 ounces.

18 V 946—Red. 18 V 946—Blue. Pair.. **59c**

**Ⓒ Mother's Romeo**
—Soft kidskin uppers
—Easy-flexing semi-hard leather soles —Elastic goring —Rubber heels

The perfect gift for mother or daughter . . . a pair of these handsomely feminine, downright comfortable Romeos!

WOMEN'S SIZES 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8, 8 ½. Wide width. *State size.* Shipping weight, 1 pound 4 ounces.

18 V 3849—Brown. 18 V 3849—Black. Pair..... **$1.00**

**Ⓑ Christmas Cheer**
—Natural sheepskin bootee
—Sheep's wool lined throughout
—Brown rayon plush collar
—Flexible hard leather sole

Downy, warm sheep's wool . . . the softest, snuggliest lining in the world! No wonder children love these slippers.

GIRLS' AND BOYS' SIZES 9, 10, 11, 12, 13, 1, 2. Wide width. *State size.* Shpg. wt., 15 oz.

18 V 947—Pair..... **$1.39**

**Ⓓ A Warm Gift!**
—Genuine natural color sheepskin leather outside —Fleecy sheep's wool lining, cuff and sock lining —Flexible hard leather sole; rubber heel

Sheepskin bootees! Warmest, most comfortable slippers you can own. SPECIAL HOLIDAY PRICE. Order early.

WOMEN'S SIZES 3, 4, 5, 6, 7, 8, 9. Wide width. *State size.* Shpg. wt., 1 lb. 4 oz.

18 V 3664—Pair..... **$1.64**

**Ⓔ Christmas Savings**
—Rich, rayon velvet D'orsay
—Warm sheep's wool cuff
—Padded leather sole
—1⅝-inch covered heel

WOMEN'S SIZES 4, 5, 6, 7, 8, 9. Wide width. *State size.* Shipping weight, 1 pound 2 ounces.

18 V 3668—Red.
18 V 3669—Blue.
18 V 3670—Black. Pr. **$1.19**

**Ⓕ Holiday Bargain**
—Brocaded rayon satin
—Patent leather-like trim
—Padded leather sole
—1⅝-inch covered heel

WOMEN'S SIZES 4, 5, 6, 7, 8, 9. Wide width. *State size.* Shipping weight, 1 pound 2 ounces.

18 V 3688—Blue.
18 V 3689—Burgundy
18 V 3690—Black. Pair.. **98c**

**Ⓖ Worth $3.00 a Pair**
—Fine quality kidskin —Full sheep's wool lining and cuff
—Flexible hard leather sole
—Low rubber heel

WOMEN'S SIZES 4, 5, 6, 7, 8, 9. Wide width. *State size.* Shipping weight, 1 pound 6 ounces.

18 V 3681—Red.
18 V 3682—Blue.
18 V 3683—Black. Pr. **$2.39**

**Ⓗ Hi-Front D'orsay**
—Brocaded rayon satin
—Padded leather sole
—1⅝-inch covered heel

They're a pleasure to wear!

WOMEN'S SIZES 4, 5, 6, 7, 8, 9. Wide width. *State size.* Shipping weight, 1 pound 2 ounces.

18 V 3684—Blue.
18 V 3685—Burgundy
18 V 3686—Black. Pair.. **84c**

**Ⓙ Butterfly Bow**
—Floral printed rayon crepe
—Soft padded leather sole
—1⅝-inch covered heel

Slippers, to give or to keep!

WOMEN'S SIZES 4, 5, 6, 7, 8, 9. Wide width. *State size.* Shipping weight, 1 pound 2 ounces.

18 V 3686—Burgundy
18 V 3687—Blue.
18 V 3687—Brown. Pr. **$1.00**

**Ⓚ A Gift in Price**
—Fine, rich rayon velvet —White shearling trim —Soft padded leather sole —1⅝-inch covered heel

GRAND, for stay-at-home leisure!

WOMEN'S SIZES 4, 5, 6, 7, 8, 9. Wide width. *State size.* Shpg. wt., 1 lb. 2 oz.

18 V 3672—Blue.
18 V 3671—Red.
18 V 3673—Black. Pair **$1.00**

**Ⓛ What a Comfort!**
—Fine soft rayon velvet
—Flexible hard leather sole
—1⅝-inch covered heel

WOMEN'S SIZES 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8, 8 ½. Wide width. *State size.* Shipping weight, 1 pound 2 ounces.

18 V 3695—Red.
18 V 3696—Blue.
18 V 3697—Black. Pair.. **98c**

**Ⓜ Beautiful Style**
—Rayon velvet —Contrasting velvet panel —Open Toe
—Easy-bending hard leather sole
—1⅝-inch covered heel

WOMEN'S SIZES 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8, 9. Wide width. *State size.* Shipping weight, 1 lb. 2 oz.

18 V 3644—Blue.
18 V 3644—Burgundy
18 V 3645—Black. Pr. **$1.19**

**Ⓝ In Best of Taste**
—Rich looking rayon velvet
—Printed rayon crepe panel
—Flexible hard leather sole
—1⅝-inch covered heel

WOMEN'S SIZES 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8, 9. Wide width. *State size.* Shpg. wt., 1 lb. 2 oz.

18 V 3640—Red.
18 V 3641—Blue.
18 V 3642—Black. Pr.. **$1.19**

**Ⓟ Match Your Robe**
—Warm "arctic" cloth —Felt lining and collar —Flexible hard leather sole —Rubber heel

Wonderfully comfortable. Sturdy, too. WOMEN'S SIZES 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8, 9. Wide width. *State size.* Shipping wt., 1 lb. 2 oz.

18 V 3690—Blue.
18 V 3691—Brown.
18 V 3689—Wine. Pair.. **89c**

**Ⓝ Style and Utility**
—Soft kid D'orsay —Colorful rayon lining —Flexible semi-hard leather sole —1½-in. heel

WOMEN'S SIZES 4, 5, 6, 7, 8, 9. Wide width. *State size.* Shipping weight, 1 pound 2 ounces.

18 V 33671—Blue.
18 V 33670—Red.
18 V 33672—Black. Pair..... **98c**

**Ⓢ Soft and Warm**
—Rayon velvet —Cotton fleece lined —Sheep's wool cuff
—Soft padded leather sole —1⅛-inch covered heel

WOMEN'S SIZES 3, 4, 5, 6, 7, 8, 9. Wide width. *State size.* Shipping weight, 1 pound 4 ounces.

18 V 3675—Burgundy.
18 V 3674—Blue.
18 V 3676—Black. Pair **$1.00**

Ⓔ $1.19 PAIR

Ⓕ 98¢ PAIR

Ⓖ $2.39 PAIR

DESCRIPTIONS ON OPPOSITE PAGE

Ⓗ 84¢ PAIR

Ⓙ $1.00 PAIR

Ⓚ $1.00 PAIR

GIVE THE GIFT OF COMFORT

Ⓛ 98¢ PAIR

Ⓜ $1.19 PAIR

Ⓝ $1.19 PAIR

WARM CHEER FOR CHRISTMAS

Ⓟ 89¢ PAIR

Ⓡ 98¢ PAIR

Ⓢ $1.00 PAIR

✓PAGE 69

# to the American Family From Dad

## STYLED LIKE A $6 ROBE

**$2.59**

- Different Plaid on Each Side · · Reversible
- Part Wool · · · Heavy

**60x72 Inches. Weight, 3⅞ Lbs.**
**—Made of 20% wool, balance cotton**

Imported from Italy where fine robes are a tradition, and where our buyer actually went to purchase it. You'd never guess it would sell for so little. This robe has style points usually found in robes costing $6 and up . . . different colors and different pattern woven on each side, and 4-inch fringe on both ends. Every member of the family enjoys a robe like this. Take it along to football games and picnics, keep it in the car, or use it as a warm couch throw. Makes a real "just-what-we-wanted" gift.

COLORS: Blue, Green, Brown, Gray or Tan predominating. *State color.* Shipping weight, 4 lbs. 2 oz.

**24 V 8501—Each ..... $2.59**

## ALL WOOL · · Extra Colorful

**$3.79** **54x72 Inches. Weight, 2½ Lbs.**

A grand warm Mototobe! Rich in coloring and ready for years of practical service. Medium-weight, all wool robe, not as heavy as our 24 V 8518 at right, but a big value and an appreciated gift. Plaid pattern same on both sides . . . it's woven through and through. Four-inch all wool fringe on both ends.

COLORS: Blue, Green, Brown or Gray predominating. *State color.* Shipping weight, 2 pounds 14 ounces.

**24 V 8517—Each ..... $3.79**

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SEE OUR BIG GENERAL CATALOG FOR OTHER MOTOROBE VALUES

## ALL WOOL · · Extra Heavy

**$4.79** **58x76 Inches. Weight, 3 Pounds**

Choose this extra heavy Mototobe for warmth and appearance. You'll be proud to carry it to the big game, or use it in the car. A robe like this has so many uses that it pays in the long run to buy the heavier quality. Every thread all wool; has the beautiful deep colors usually found only in high-priced robes. "Woven-through" plaids, same on both sides. Ends finished with 4-inch all wool fringe. A fine present for the "important" man on your list . . . it will be appreciated for years to come. COLORS: Blue, Green, Brown or Gray predominating. *State color.* Shipping weight, 3 pounds 3 ounces.

**24 V 8518—Each ..... $4.79**

# America's Fastest Selling Blankets

## SEARS GREATEST VALUES

| Single Blanket | Pair of Blankets | 70x80-In. Pair | 72x84-In. Pair |
|---|---|---|---|
| 50c Ea. | 98c A Pair | $1.69 A Pair | $2.29 A Pair |
| 2 for 97c | 2 Prs. for $1.90 | 2 Prs. for $3.29 | 2 Prs. for $4.45 |

### STANDARD WEIGHT . . . Standard Size

Serviceable all cotton blankets of full standard weight . . . even at these low prices Sears don't skimp on weight. Only because we bought them at last year's low price can we afford to sell these blankets for so little. They're made of softly napped cotton in neat, colorful plaids, and finished with overlock-stitching. Highly practical for year 'round usefulness. Single blankets or pairs, both double bed size.

COLORS: Rose, Blue, Green or Orchid plaids, each with white. *State color.*

**Double Bed Size, 70x80 Inches**

| Single Blanket, Wt., 1¼ Lbs. | Pair of Blankets, Wt., 2½ Lbs. |
|---|---|
| Shpg. wt., ea., 1 lb. 6 oz. | Shpg. wt., a pr., 2 lbs. 14 oz. |
| 24 V 7025 Each ..... 50c | 24 V 7024 A Pair. $0.98 |
| Two for ..... 97c | Two Pairs for ..... 1.90 |

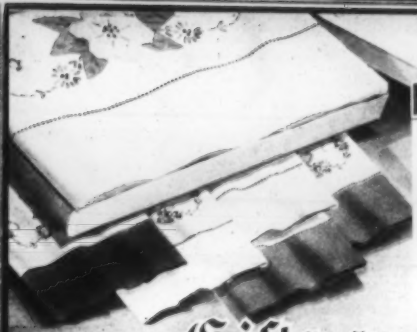
### CANNON . . . Not Less Than 5% Wool

No wonder these part wool pairs sell so fast! Our customers are quick to recognize real value, especially when offered at Sears extra low prices. Cannon quality blankets, made of cotton with 5% wool added . . . the wool makes them softer and fluffier than our all cotton blankets, at left. Two sizes, both large enough for a double bed. Pastel plaids with sateen binding at ends.

COLORS: Rose, Blue, Green or Orchid plaids, each with white. *State color.*

| 70x80-In. Pairs | 72x84-In. Pairs |
|---|---|
| Weight, Pr., 3 Lbs. | Weight, Pr., 3½ Lbs. |
| Shpg. wt., a pr., 3 lbs. 6 oz. | Shpg. wt., a pr., 3 lbs. 15 oz. |
| 24 V 7444 A Pair. $1.69 | 24 V 7445 A Pair. $2.29 |
| Two Pairs for ..... 3.29 | Two Pairs for ..... 4.45 |

SEE SEARS FALL CATALOG FOR MORE BLANKET VALUES



# America's Greatest PILLOWCASE VALUE

SPECIAL CHRISTMAS PRICE

**79c** A Pr.

- Hand Embroidered
- Hand Appliqued
- Made in America
- In Gift Boxes

The gift sensation of the year! Look at those features—think how many people on your Christmas list would be thrilled to have such a present! Firm white cotton. **Size, about 20x33 inches.** 2½-inch hemstitched hems and applique in following WASHFAST COLORS: Blue, Gold, Green, Orchid, Rose or White. *State color.*

19 V 7109—**Pair in Gift Box.** Shpg. wt., 12 oz. **79c**

# Gifts so Lovely--

## YOU'LL WANT TO KEEP THEM YOURSELF

### ALL LINEN

**44x44 Inches 89c Ea.**

Pretty as can be—makes a lasting gift! COLORS: Ivory ground with multi-color hand-blocked design in Red, Green or Brown predominating. *State color.*

Abt. 44x44 In.
19V7142—Shpg. wt., 10 oz. Each **89c**
Abt. 51x51 In.
19V7143—Shpg. wt., 14 oz. Each **98c**
Abt. 51x67 In.
19V7144—Shpg. wt., 1 lb. Each **$1.49**
12x12-In. Napkins
19V7145—Shpg. wt., 8 oz. 6 for **69c**

### Rayon-Cotton

**36x36 Inches 21c Ea.**

Imported. Has fine, soft finish. COLORS: Predominating Red, Blue, Gold or Green plaids. *State color.*

Abt. 36x36 In.
19V7467—Shpg. wt., 6 oz. Each **21c**
Abt. 42x43 In.
19V7468—Shpg. wt., 10 oz. Each **39c**
Abt. 52x52 In.
19V7469—Shpg. wt., 12 oz. Each **48c**
Abt. 52x68 In.
19V7470—Shpg. wt., 14 oz. Each **69c**
15x15-Inch Napkins
19V7471—Shpg. wt., 7 oz. 6 for **29c**

| GUEST TOWEL | BATH TOWEL | BATH MAT | WASH CLOTHS 6 FOR | 5-PIECE SET |
|---|---|---|---|---|
| 17c Ea. | 29c Ea. | 65c Ea. | 35c | $1.19 |

### HEAVY, FLUFFY BEAUTIES

Gorgeous colors—weight of fashion. Soft cotton terry. Woven set 4 colors: Peach, Blue, Gold, Green, Orchid with fancy borders. *State color.*

| Guest Towel | Bath Towel | Bath Mat | Washcloths |
|---|---|---|---|
| 18x30-In. | 22x44-In. | 20x30-In. | 12x12-In. |
| 19 V 8675 | 19 V 8678 | 19 V 8681 | 19 V 8684 |
| Shipping wt. 4 oz. | Shipping wt. 7 oz. | Shipping wt. 12 oz. | Shipping wt. 7 oz. |
| Each 17c | Each 29c | Each 65c | 6 for 35c |

**5-PIECE SET.** Consists of 1 guest towel, 1 bath towel, 2 washcloths, 1 bath mat.
19 V 8689—Shipping weight, 1 lb. 8 oz. Set **$1.19**

### DEEP PILE TUFTS

Velvety-soft bathroom luxury. Matched sets are an appreciated gift. 18x32-inch tufted cotton bath mat, standard size lid cover. WASHABLE COLORS: Blue, Green, Gold, Orchid or Rose; also Black and White (not illustrated). *State color.* Shipping weight, 1 lb. 1 oz.

19 V 8889
2-Piece Set ..... **$1.39**

| GUEST TOWEL | BATH TOWEL | BATH MAT | WASH CLOTHS 3 FOR | 5-PIECE SET |
|---|---|---|---|---|
| 25c Ea. | 49c Ea. | 89c Ea. | 27c | $1.75 |

### GIFT PROBLEMS SOLVED

Sunburst effect . . . and heavy, thirsty, thick cotton loops. Separate pieces or beautiful matched ensemble at big savings. Reversible. Woven set 4 colors: Blue, Peach, Green, Orchid or Maize. *State color.*

| Guest Towel | Bath Towel | Bath Mat | Washcloths |
|---|---|---|---|
| 18x28-Inch | 22x44-Inch | 22x32-Inch | 12x12-Inch |
| 19 V 8787 | 19 V 8786 | 19 V 8789 | 19 V 8788 |
| Shipping wt. 5 oz. | Shipping wt. 11 oz. | Shipping wt. 1 lb 2 oz. | Shipping wt. 5 oz. |
| Each 25c | Each 49c | Each 89c | 3 for 27c |

**5-PIECE SET.** Consists of 1 guest towel, 1 bath towel, 2 washcloths, 1 bath mat.
19 V 8790—Shpg. wt., 2 lbs. 4 oz. Set **$1.75**

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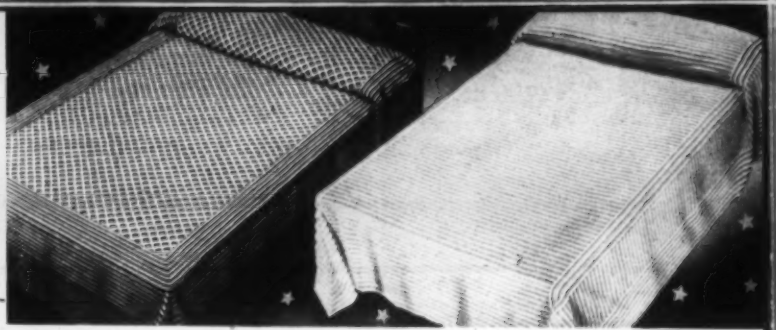
For Other Big Towel and Table Linen Values, See Our General Catalog



## CHENILLE Border Shades From Pastel to Deep Tone . . An Actual $9.95 Value

**$6.95 EA.**

A triumph! Stunning, richly colorful, softly shimmering! Distinctive because of its new color harmonies, its graduated three-tone border, its luxurious waffle-effect top . . . practically solid chenille, so closely is it worked with fluffy, deep, 11-strand quality. Washfast. Heavy colored, sheering, harmonizing chenille. Beautiful in all white. **Colors:** Blue, Gold, Green, Orchid, Rose, Turquoise Blue, Peach, Beige, or All White. *State color.*

| Double Bed Size | Twin Bed Size |
|---|---|
| 90x105 inches. Shipping weight, 5 pounds 9 ounces. | 72x105 inches. Shipping weight, 4 pounds 9 ounces. |
| **96 V 2369—Each . . $6.95** | **96 V 2370—Each . . $6.95** |

## CHENILLE in Smartest of Bar Arrangements! Rich and Velvety! . . The $6.95 Quality

**$4.95 EA.**

A superb gift . . . who wouldn't treasure a bedspread with such velvety texture, such high styling! Gorgeous glisteningly soft colorings, to harmonize with the strong fabric—lavish chenille, the extra thick, 11-strand grade. New in design and so different from most at its price, practical because it's washfast. Newest of all in Peach. Outstanding in cream white. Heavy colored sheering, harmonizing chenille. **Colors:** Blue, Gold, Green, Peach, Rose, or all White. *State color.*

| Double Bed Size | Twin Bed Size |
|---|---|
| 90x105 inches. Shipping weight, 4 pounds 8 ounces. | 72x105 inches. Shipping weight, 4 pounds 3 ounces. |
| **96 V 2349—Each . . $4.95** | **96 V 2354—Each . . $4.95** |

# Give Something Beautiful!

## 4-STAR Crown Tested Rayon Taffeta . . $3.98 Value

**$2.79 EA.**

**—four corded top**
**—full gathered flounce**

Soft and lovely taffeta . . . with a durability to match its elegance. Won't crack, lasts indefinitely. Crown Tested, carefully checked for wearing strength. Charming, fashionable . . . extraordinarily so! A big value! Eggshell insets contrast vividly. **Colors:** Copen Blue, Gold, Green, Peach, Rose, Rust, Orchid, Brown or Dubonnet. *State color.*

| Double Bed Size | Twin Bed Size |
|---|---|
| 90x105 in. Shpg. wt., 7 lbs. 7oz. | 72x105 in. Shpg. wt., 6 lbs. 2oz. |
| **96 V 2577—Ea . . $2.79** | **96 V 2576—Ea . . $2.79** |

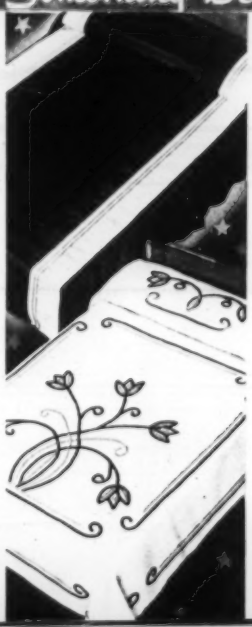
## CHENILLE In Tulip Design New! Smart! Gay!

**$2.79 EA.**

**—extra heavy weight**
**—size, about 90x105 in.**

Give a chenille bedspread and you're giving something dear to every woman's heart! And, in this case, value "way out of proportion to cost! Heavy, fluffy 11-strand chenille, heavy cream sheeting. **Colors:** Rust and Peach; Dark and Light Blue; Brown and Gold; Dark and Light Green; Wine and Red; Old Rose and Rose. *State color.* Shpg. wt., each, 7 lbs. 15 oz.

**96 V 2329—Ea . . $2.79**



## CROWN Tested Rich Rayon A True $2.98 Value

**$1.98 EA.**

**—brocade-type fabric**
**—good weight; strong**

Firm, full-bodied, smooth and sleek . . . Crown Tested in every detail from the yarn to the finished bedspread! Reversable quality's assured, and as for style—design gleams on a lustrious moire-like ground, gives the tapestried effect that's so much in vogue. Rayon embroidered scallops. **Colors:** Blue, Gold, Green, Orchid, or Rose. *State color.*

| Double Bed Size | Twin Bed Size |
|---|---|
| 94x105 in. Shpg. wt., 7 lbs. 4 oz. | 72x105 in. Shpg. wt., 4 lb. 11 oz. |
| **96 V 2511—Ea . . $1.98** | **96 V 2512—Ea $1.98** |

## STYLE Beyond Its Price! Rayon and Cotton

**$1.49 EA.**

**—actual $1.98 value**
**—size, about 84x105 in.**

A gift for you to give and make a big impression for just a little money. Styled expressively, charmingly . . . with cotton to give it strength, and rayon for brilliant luster. **Colors:** Blue, Gold, Green, Orchid, or Rose. *State color.* Shipping weight, each, 1 lb. 11 oz.

**96 V 2914—Ea . . $1.49**

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# Gift Ideas

## FOR PRACTICAL AND PRETTY CHRISTMAS NIGHTWEAR

**(A) Choose** these smart, fashion-right Bubble Knit Cotton Pajamas for two-way service—they're warm and cozy to sleep in, comfortable and jolly to lounge in! They're Sears better quality, too—a novelty knit with a decided nubby appearance, wears and washes like a charm, is just stretchy enough to give easy comfort. Popular two-piece tailored style with well-cut trousers and slip-over blouse.

EVEN SIZES: 34 to 44-inch bust. *State size.* Shipping weight, 13 oz.

29 V 1262—Green
29 V 1263—Coral ... **$1.49**

**(B) Always** sure of a Christmas welcome . . . ideal always for a gift . . . this *hand-embroidered* gown made of better quality Nainsook and offering finer Puerto Rican work! It's *hand-detailed*, too—a skilful handwork finish as in more expensive luxury undies. Pretty Val lace trim, flattering Peter Pan collar, rounded higher waist at front, sash back. Full length.

EVEN SIZES: 34 to 44-inch bust. *State size.* Shipping weight, 6 oz.

29 V 1220—Tearose
29 V 1221—Blue
29 V 1222—Maize ... **79c**

**(C) Easy** to launder and yet look how pretty . . . these very practical Pajamas of Cotton Crinkle Crepe! That scalloped trill—on the collar and useful pocket—is pleated of fine crisp organdy and finished with piping in contrasting color. Looks demure and utterly dainty! Two-piece style, slipover blouse with sash at back. Made simply, for easy laundering . . . crinkle crepe, you know, actually looks nicer without ironing!

EVEN SIZES: 34 to 44-inch bust. *State size.* Shipping weight, 11 oz.

29 V 1266—Tearose
29 V 1267—Blue ... **$1.00**

**(D) New** and alluring gift Pajamas or Gown of good-quality Knit Rayon—a real holiday bargain! Charming trim of deep tone Alencon-type lace fashioned in points at front, rows of fancy stitched tucks and feminine kerchief-tie collar. Soft, pretty modified cap sleeves, graceful high-waisted front with sash.

EVEN SIZES: 34 to 44-inch bust. *State size.* Shipping weight, 10 oz.

**Two-Piece Pajamas**
29 V 1268—Tearose
29 V 1269—Blue ... **$1.25**

**Bias-Cut Gown**
29 V 1270—Tearose
29 V 1271—Blue ... **$1.00**

## *Girls!* CHRISTMAS UNDIES OF SATIN OR FINE NAINSOOK

**SLIP and PANTIES** *Bias Cut*

Satin Panties **59c** Satin Slip **89c**

"The most thrilling gift imaginable for your big and little girls: *undies of luxurious weighted Silk Satin!* Trimmed with dainties! Val lace! And (a new idea!) *bias cut* like Big Sister's for better fit, better wear. Slip has fine hemstitching at neck; panties have French seams, double crotch, neat semi-fitted leg with elastic at side. THESE SAME BEAUTIFULLY MADE EXPERTLY DESIGNED UNDIES ALSO COME IN FINE NAINSOOK.

Sizes 2, 3-4, 5-6, 7-8, 9-10, 11-12, 13-14 years. *State age-size.* Shipping wt., each, 3 oz.

| Yoke Front Panty | | Round-Neck Slip | |
|---|---|---|---|
| Silk Satin | | Silk Satin | |
| 29 V 2129 Tearose | 59c | 29 V 2010 Tearose | 89c |
| Fine Nainsook | | Fine Nainsook | |
| 29 V 2130 White | 39c | 29 V 2011 White | 49c |

FAMOUS FASHION HIT

# "Campus Queen"

**Mode of the Moment In SWEATERS**

**$1.98**

Imagine a sweater-type blouse of lovely light Knit Rayon Suedine brushed to velvety softness—with sleeves of All Wool Knit. Worsted in deep contrasting color to match suede leatherette belt. Handy Talon fastener at neck; wood buttons on simulated pockets; Johnny collar; and sporting action back with yoke and two deep inverted pleats. New as tomorrow—the perfect gift sweater!

EVEN SIZES: 32 to 38-inch bust. *State size.* Shipping weight, 12 ounces.

**29 V 7366**—Camel Tan and Saddle Brown
**29 V 7367**—Powder Blue and Light Navy Blue

# Newest IN GIFT LINGERIE

RAYON TAFFETA

**BROCADE PRINT**

Priced Low for Christmas Thrift

## Bias-Cut Gown Softly Tailored

**$1.35**

A happy thought for Christmas gifts, for your own holiday wardrobe! Gowns of Rayon Taffeta Brocade Print are now *first fashion* they're shimmeringly lovely, flattering, "different" looking! This one has long, gracious bias lines, a slimming Empire front, pretty collar and cap sleeves. V-cut back. Quality is our finest—a 100-denier Rayon Taffeta. Upper bias seams double stitched. Length, about 52 in.

EVEN SIZES: 34 to 44-inch bust. *State size.* Shipping weight, 9 ounces.

**29 V 919**—Tearose

## Molded Slip Snip-it Bottom

**98c**

Newest of the new to celebrate Christmas! Rich, 100-denier Rayon Taffeta Brocade Print (our finest quality) tailored on slim bias lines, a molded slip for your new tight-waisted frocks. **So easy to adjust to the desired length—no hemming, just a quick snip through either row of hemstitching at bottom!** California top; adjustable straps. All seams completely double-stitched. Length, about 48 inches.

EVEN SIZES: 32 to 44-inch bust. *State size.* Shipping weight, 6 ounces.

**29 V 3846**—Tearose

# GAY DANCE SETS

**For the Merry Christmas Whirl**

**98c** Each Set

Lucky holiday "find" for thrift-shoppers! A softly tailored Set in the new Satin Brocade Print, a fine pure-dye quality woven with a silk face and rayon back. Smart uplift brassiere; net lined. Panties have smooth-fitting band top and handy button opening at side.

EVEN SIZES: 32 to 36-inch bust. *State size.* Shipping weight, 6 oz.

**29 V 2676**—Tearose

A lovely, *lacy* set for the luxury girl! Of pure-dye satin woven with silk face and rayon back! Graceful pointed insets of Alencon-type lace on band-top panties; uplift brassiere has lace top; semi-net lined. Side-button opening on panties makes them fit smooth as a glove under slim frocks.

EVEN SIZES: 32 to 36-inch bust. *State size.* Shipping weight, 6 oz.

**29 V 2678**—Tearose

THE GIFT LUXURIOUS

# Slips

**OF SATIN SECRETÉ**

Sears Loveliest Finest Quality

EITHER STYLE **$1.95** Each

A lovely slip of famous weighted Silk Satin Secrete, a quality processed against *water spotting!* Rich enough, fine enough for your proudest gifts! Trimmed with a wealth of inset Alencon-type lace featuring the wide, lavish bottom shown on high-fashion luxury slips. Sag-proof, cling-proof. *True* bias cut. California top; adjustable straps. Tested *rip-proof* seams. Length, about 47 inches.

EVEN SIZES: 32 to 42-inch bust. *State size.* Shipg. wt., 10 oz.

**29 V 3680**
Tearose

The rich, heavy quality of the weighted Silk Satin Secrete is *water-spotproof*, a new value feature! True bias cut. Sag-proof, cling-proof. California top has double front; adjustable straps. Strong, rip-proof seams.

EVEN SIZES: 32 to 44-inch bust. *State size.* Shpg. wt. 10 oz.

**Average Length,** slip 47 in.
**29 V 3684**
Tearose

White
**Short Length,** about 45 inches
**29 V 3686**
Tearose

**Long Length,** about 49 inches
**29 V 3687**
Tearose



2 Lengths

# Gift Specials

LINEN

## PRINTS PRICED WAY DOWN

### Colorfast Handkerchiefs

12 for **35c**

A record value even for Sears! Gay, vivid colors—dashing designs—smart print cotton lawn kerchiefs in step with the styles. Every woman wants dozens of them—that's why this is such a grand gift assortment. Hemmed. **Size, about 11x11 inches.**

**25 V 2361** Shpg. wt., 4 oz. 12 for 35c

### Smartly Styled Handkerchiefs

**21c** Ea.

A gift to thrill that "special man." For these handkerchiefs are superb quality—fine linen enriched with hand applique and hand drawn threads. Assorted patterns. Rolled edges. **Size, about 17x17 in.** 4 colors: White with Blue, Brown or Red trimming. *State color.*

**25 V 2515** Shpg. wt., 2 oz. Each, 21c

**3 in Box 18c**

Lovely yet inexpensive. An appreciated gift. Women's soft white cotton lawn with multi-color hand loom embroidery. Midget hemstitched hems. **About 10½ inches square.**

**25 V 2322** Shpg. wt., 5 oz.

**3 in Box 26c**

Better give linen when it's low priced like this. White with dainty multi-color embroidery in assorted patterns. ½-in. hemstitched hems. Women's styles. **About 10½ in. square.**

**25 V 2373** Shpg. wt., 5 oz.

**3 in Box 50c**

Women's quality linon assortment! Dainty kerchiefs smartly styled, beautifully embroidered lovely gifts. Multi-color hand embroidery and applique. Some with sparkling drawn threads. Hand whipped hems. **About 11x11 inches.**

**25 V 2337** Shipping weight, 5 oz.

**3 in Gift Box 59c**

### For His Gift

Fast color ombre borders enhanced with white satin stripes. Embroidered initial to match borders. Soft finish cotton. French hems. All initials except I, O, Q, U, V, X, Y, Z. *Print initial.* **Size, about 17¾x17¾ inches.** Shpg. wt., 8 oz.

**25V2588** 3 in Box 59c

**6 for 15c**

Marvelous values—smart gifts. Assortment of six good-looking fast color women borders, prints and all white cotton kerchiefs. Hemmed and hemstitched. Women's **assorted sizes, about 10½ to 11 in. square.**

**25 V 2360** Shpg. wt. 3 oz.

**6 for 35c**

Initials—the personal touch. All white linen. Narrow hems, stitched hem. All initials except I, O, Q, U, V, X, Y, Z. *Print initial.* Women's styles. **About 10 in. square.**

**25 V 2395** Shpg. wt. 2 oz.

**25c Each**

Beautiful handmade gift kerchiefs. Colored hand embroidery and applique on fine white linen similar to illustration. Hand rolled hems. **Size, about 11x11 in.**

**25 V 2335** Shipping weight, 2 ounces.

**59c Each**

Lovely! Dainty Breton type lace edge on fine white linen center. **About 13 in. square.**

**25 V 2349** Each 59c

**Lower priced.** Embroidered net edge. Linen center.

**25 V 2348** Ea. 25c

Shpg. wt., each, 2 oz.

**6 for 42c**

Men prize the personal thought of initials, too. All white soft cotton lawn. ¾-inch hemstitched hems. All initials except I, O, Q, U, V, X, Y, Z. *Print initial.* **About 16½ x 17 inches.**

**25 V 2566** Shpg. wt., 5 oz.

**6 for 25c**

Grand handkerchief bargains for men right in time to make your gift shopping easy. Assortment of plain white, white satin stripes and assorted fast color woven borders. Cotton. Hemmed and hemstitched. **Abt. 16½ to 17 in. square.**

**25 V 2565** Shipping weight, 5 oz.

**3 in Box 19c**

See famous Dionne quintuplets in action on these cute handkerchiefs. A gift kiddies will adore. Assorted fast color prints on cotton lawn. Hemmed edges. **Size, about 9 inches square.**

**25 V 2344** Shpg. wt., 5 oz.

Ⓐ **Pure Silk** Ⓑ **Fine Lawn**

**95c** Set | **50c** Set

Ⓐ **All Silk kerchief,** woven striped border—solid color silk tie. Hand rolled hem. Colors: Navy, Brown, Maroon, Green. *State color.* **Abt. 17 in. square.** Ship wt. 7 oz.

**25 V 2587** Set 95c

**Cotton Lawn kerchief**

Ⓑ Colored woven border. French hem. Matching solid color rayon and cotton tie. **About 17½ inches sq.** Colors: Blue, Brown, Wine. *State color.* Shipping weight, 8 ounces.

**25 V 2589** Set 50c



*For Other Gift Handkerchiefs See Our General Catalog.*

ONLY $1.79 EACH INITIALS EXTRA

# REAL LEATHER and What *GIFTS* They'll Make!

*They're $2.50 values!* Because they are not just leather, but the better kind of leathers. Dull calf, sturdy water buffalo, top grain cowhide. They wear well, have smart Linings, some with zip fastenings, and all with the little details that say you've been exacting in the choice of her gift. **Initials not included in the price,** but we apply them to bags if ordered. COLORS: Black, Navy Blue or Brown. *State color and print initials if wanted.* Shipping weight, each, 1 lb. 2 oz.

Ⓐ ***Smartest Dull Calf***
**18 V 3335**—Corded front, zip top with crystal pull. Size, 8x6½ in. ..... **$1.79**

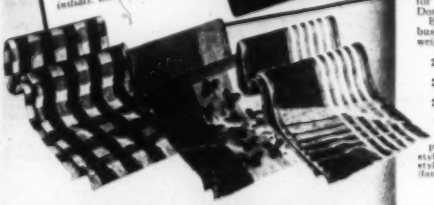
Ⓑ ***Crushed Cowhide***
**18 V 3336**—Smock front, Flat Zip pocket. Size, 8x6¾ inches ..... **$1.79**

Ⓒ ***2 Inside Zip Pockets***
**18 V 3334**—Genuine Cowhide leather. Size, 9¾x7 inches ..... **$1.79**

Ⓓ ***Top Grain Cowhide***
**18 V 3337**—Zip top! Back strap. Size, 10x7¼ in. **$1.79**

Ⓔ ***Genuine Buffalo Leather***
**18 V 3338**—Scuffless, strong. Guaranteed for 1 year. Size, 9x6½ inches ..... **$1.79**

**INITIALS FOR ABOVE**
**18 V 3330**—1¼-in. gold color metal initials. 35c quality Shpg. wt., each, 2 oz. *Print initials.* Each letter ..... **19c**



## IMPORTED ALL WOOL SCARFS

**Regular $4.00 to $5.50 Values**

Dollar to dollar and a half quality! Feel the warm luxurious SOFTNESS of the wool! Made in Poland. Assortment includes many equally handsome scarfs not pictured. Our stylist will select for you. Size, about 49x9¾ in. PREDOMINANT COLORS: Blue, Brown, Red, Green, White, Beige, Yellow or Purple. *State color.*
**18 V 4344**—Shipping weight, 8 ounces ..... **69c**

# MONOGRAM *the GIFT*

## For That Gracious "Personal Touch"

**Embroidered Monogram 54c**

The initial is **embroidered** on this stunning white scarf of weighted silk crepe. The silk is doubled! The ends are finished with full, hand knotted fringe. A grand gift for anyone, young or old! Size, 46x9 inches. White only. All initials except I, O, Q, U, V, X, Y, or Z. *Print initial wanted plainly.*
**18 V 4345**—Shpg. wt., 7 oz.

**3 Contrasting Initials! 54c**

This soft doubled acetate rayon crepe scarf comes in classic white or rich vibrant colors. Shows her full monogram! Any three initials in smart, heavily embroidered letters that are easily applied with a warm iron. Size, 41x9 inches. Self fringed edges.
COLORS: White, Red, Blue or Brown. *State color and print plainly initials wanted.*
**18 V 4312**—Shipping weight, each, 8 ounces.

**Double Thick Silk Crepe 98c**

If he's the type who appreciates something "extra special"—try this on him. A fine weighted silk muffler with a lustrous texture and a definite quality feel. Initial is embroidered in black and white. Fringe is hand knotted. Size, about 12x50 in. including fringe. Packed in a gift box. All initials except I, O, Q, U, V, X, Y, or Z. *Print initial plainly.* Shipping weight, 7 ounces.
**23 V 9550**—White.

**Four-Gore Tailored Slip $1.00 Monogram extra**

In better quality rayon crepe. Double stitched seams for wear. Adjustable straps. Double fabric top.
EVEN SIZES: 32 to 44-inch bust. *State size.* Shipping weight, 6 ounces.
**47-Inch Length**
**29 V 3662**—Tearose
**45-Inch Length**
**29 V 3664**—Tearose
**49-Inch Length**
**29 V 3665**—Tearose

**Embroidered Monogram 13c extra**

Print full name plainly. State style of monogram wanted. In style "B" we will put last (family) initial in center.

# A Page of Beautiful Practical Gifts!

## ROYAL PURPLE HOSIERY

REG. U. S. PAT. OFF.

• Each Pair in a Gift Folder

## 94c A PAIR

3 CHOICES IN

## Hosiery Perfection

### SHEER CREPE CHIFFONS

You're giving her $1.35 stockings when you give her these! Save the difference—or give her twice as many pairs! They'll look luxuriously lovely in their modern red and white gift folder. So very fine, so sheer, they make the smart winter colors look even lovelier.

True Crepes . . . less liable to runs, much duller, sheerer looking than others. All are Ringtree, full fashioned, exquisitely fine gauge silk, finished with fine French seams, narrow heels, fine reinforcements all of silk, and a run-stop below the picoted tops.

COLORS: Black Magic (*a brown black*); Smoke (*a gray black*); Saunter (*a brown taupe*); Townwear (*a gray taupe*); Mode (*a brown tan*); or Jaunty (*a brown beige*). SIZES: 8½, 9, 9½, 10 and 10½. *State size and color.* Shipping weight, pr., 4 oz.; 3 prs., 10 oz.

**86 V 750 2-Thread.** Extra Sheer Crepe Chiffons, beautifully thin.

**86 V 755 3-Thread.** Sheer Crepe Chiffons, a little heavier than those above.

**86 V 760 4-Thread.** Practical Crepe Chiffons, longer wearing.

Pair ..... 94c 3 Pairs ..... $2.75

## 94c A PAIR

GUARANTEED

## Runproof

### A LASTING GIFT

Full fashioned silk stockings that **won't run!** Most practical of all chiffons! Judge them by length of service as well as price, and you'll say they're actually inexpensive! Knit in a special "mesh-effect" stitch that's actually runproof, yet they look like any other fine chiffons when you have them on! True Royal Purples. Ringtree, fine gauge, smartly dull, made with fine seams, picoted silk tops and silk reinforcements: the toes with an extra thread of cotton knit inside for even longer wear. A grand gift—they **look** so festive in their artistic gift folder, and are really so practical.

COLORS: Black Magic, Smoke, Townwear, Saunter, Mode or Jaunty. *Color names are explained in descriptions at extreme left.* SIZES: 8½, 9, 9½, 10 and 10½. *State size, color.* Shipping weight, pair, 4 oz.; 3 pairs, 10 ounces.

**86 V 453**—Pair ..... 94c 3 Pairs ..... $2.75

## 74c A PAIR

THE ECONOMY GIFT

## Desirables

### REGULAR OR KNEE LENGTH

Famous for giving the longest service . . . plus the greatest beauty . . . at this price. The chiffons are "Crepes," duller, less liable to runs; the 7-thread, rich and heavy. Both are Ringtree, fine gauge, with a raindeproof, wearing finish. Full fashioned. Mercerized cotton in heels, toes and soles.

COLORS: Smoke, Townwear, Saunter, Mode, Jaunty. *Color names are explained in descriptions at extreme left.* SIZES: 8½, 9, 9½, 10, 10½. *State size, color.*

**Regular Lengths**

**86 V 615 4-Thread;** Crepe Chiffons; silk tops. Shipping weight, pr., 4 oz.; 3 prs., 10 oz.

**86 V 552 7-Thread;** Service; mercerized tops. Shpg. wt., pr., 5 oz.; 3 prs., 12 oz. Pair ..74c 3 Prs. $2.15

**Knee Lengths**

**86 V 616—4-Thread;** Crepe Chiffons. Lastex garter tops. Shpg. wt., pr., 4 oz.; 3 prs., 10 oz. Pair ..... 74c 3 Pairs.... $2.15



SEE SEARS GENERAL CATALOG FOR A BIG SELECTION OF

# ROYAL PURPLE *Wonder Values*

## A BARGAIN AT THIS LOW PRICE!

**Ringfree . . Full Fashioned . . Pure Silk**

You can't buy **really fine** stockings for less money! This quality is usually about 75c! Narrow heels; fine back seams. Mercerized cotton in heels, toes, soles.

COLORS: Jaunty, Mode, Saunter, Townwear, Smoke. (Described on opposite page.) SIZES: 8½, 9, 9½, 10, 10½. *State size and color.* Shpg. wt., pr. 3 oz.; 3 prs. 7 oz.

**59c A PAIR**

**Regular Lengths**

**86 V 650—4-Thread;** Chiffons; Silk tops. Pair.**59c** 3 Pairs.**$1.70**

**86 V 540—7-Thread;** Service; Mercerized tops. Pair.**59c** 3 Pairs.**$1.70**

**Knee Lengths**

**86 V 708—4-Thread;** Chiffons; Lastex tops. Pair.**59c** 3 Pairs.**$1.70**

**86 V 711—7-Thread;** Service; Lastex tops. Pair.**59c** 3 Pairs.**$1.70**

## A BEAUTIFUL STOCKING 69c A PAIR

You'll **feel** warm, **look** well dressed in these! Warm because they're 80% fine soft wool. Smart because the 20% silk is knit on the outside . . . because they are fine gauge, have seam-effect back, mock fashion marks, French heels, and come in the smartest colors of the season. Not the least bit heavy or bulky, the wool yarns are so soft and fine. Extra wear is knit into them; soles are **double;** the heels and toes of **4-thread** mercerized cotton.

COLORS: Black, Townwear, Gunmetal, Nubrown, Woodbrown or French tan. SIZES: 8½, 9, 9½, 10, 10½. *State size, color.* Shpg. wt., pr., 4 oz.; 3 prs., 10 oz.

**86 V 2570**—Pair.....**$.69**
3 Pairs.....**2.00**

## FULL FASHIONED PURE SILK 89c A PAIR

If she likes what's smart and new, give her Black Heel Sheers! The black heels, the black seams make these 3-thread Chiffons look even sheerer than they are. They're real Royal Purples, full fashioned, Ringfree, exquisitely fine gauge, every thread pure silk.

COLORS: Jaunty, Townwear or Smoke. SIZES: 8½, 9, 9½, 10 and 10½. *State size and color.* Shpg. wt., pr., 2 oz., 3 prs. 5 oz.

**86 V 312**—French heels.
**86 V 314**—Pointed heels. Pair....**89c**

**Mock-Fashioned Chiffons**

Same as above, except not full fashioned; silk soles; mercerized cotton toes and lower heels. Fine gauge splashproof silk.

**86 V 212**—French heels.
**86 V 213**—Pointed heels.
Pair.....**39c** 3 Pairs.....**$1.15**

**Full Fashioned Silk Mesh**

**85c PR.**

Mesh stockings at their smartest! Full fashioned, the mesh in the popular medium size; colors that go right with your winter things. Ringfree, full fashioned, picot tops; soles — cotton toes. Royal Purple quality.

**86 V 843**—Pair..**$.85**
3 Pairs.....**2.50**

**Mock-Fashioned Silk Mesh**

**39c PR.**

Imagine! Pure silk mesh stockings for this low price! Seam-effect back; French heels; silk reinforcements.

**86 V 810**—Pair..**39c**
3 Pairs.....**$1.15**

**Mock-Fashioned Rayon Mesh**

**24c PR.**

Dull, ringfree rayon mesh stockings; smart French heels, seam effect back. Mercerized cotton heels, toes.

**86 V 910**—Pair..**24c**
3 Pairs.....**69c**

COLORS for all the Mesh stockings above: Jaunty, Townwear, Smoke. SIZES: 8½, 9, 9½, 10, 10½. *State size and color.* Shpg. wt., pair, 3 oz.; 3 pairs, 7 oz.

# The Socks Most Men Prefer
## are the Socks to Give Him on Christmas

**Part Wool**
SMARTLY PATTERNED
19c A PAIR
3 PAIRS 55c

These are the socks he would pick for himself . . . of course he'll like them for Christmas! Not only exceptionally good looking with their bright clear patterns and rich colors . . . but **warm** as well! They're 80% wool—with rayon for luster and cotton for long wear. Cotton reinforced heels and toes. Seamless feet.

COLORS: Brown, Navy blue or Oxford gray in assorted patterns. SIZES: 10, 10½, 11, 11½ and 12. *State size and color.* Shipping weight, pair, 3 ounces; 3 pairs, 7 ounces.

**86 V 4996**—Pair.....19c 3 Pairs.....55c

LASTEX IS KNIT IN ENTIRE TOP

BODY OF SOCK IS FULL LENGTH

**Rayons**
WITH "KEEPS-M-UP" TOPS
19c A PAIR
3 PAIRS 55c

They're high quality—and they look it! Fine rayon, smartly patterned in self colors and silvery shades. The Lastex Keeps-M-Up top makes a big hit with men, it stays up so comfortably without garters. Double soles. High spliced heels. Reinforced heels and toes.

COLORS: Black, Blue, Brown or Dark gray. SIZES: 10, 10½, 11, 11½ and 12. *State size and color.* Shipping weight, pair, 3 ounces; 3 pairs, 7 ounces.

**86 V 4659**—Pair. ...19c 3 Pairs.....55c

HEAVY SILK

LINEN REINFORCED HEELS, TOES

LISLE SOLES, TOPS

**Silk**
FAMOUS "KORKERS"
35c A PAIR
3 PAIRS $1.00

Every man wants **silk** socks—and this KORK-ER quality! Heavier, longer wearing than most. Linen reinforcements in heels, toes. Seamless feet.

COLORS: Black, Dark tan, Medium gray, Navy blue, Dark brown, White. SIZES: 9½, 10, 10½, 11, 11½, 12. *State size, color.* Shipping weight, pair, 2 oz.; 3 pairs, 5 oz.

**86 V 305**—Pair..35c
3 Pairs.....$1.00

**Wool-n-Silk**
EXTRA FINE
49c A PAIR
3 PRS. $1.44

He's sure to like these! They're the smartest of all for winter . . . 80% wool, the balance rich silk. Plenty of warmth to these, but so very fine gauge they're not heavy or bulky. Latest patterns. Winter colors that are particularly rich and clear in these fine yarns. Cotton reinforced heels and toes. Seamless feet.

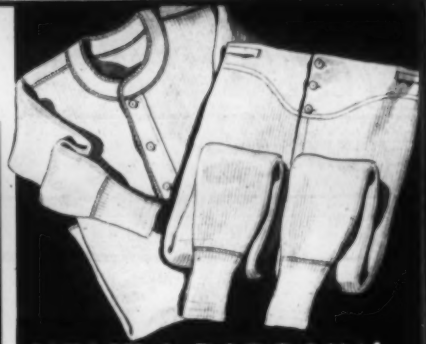
COLORS: Black, Oxford gray, Dark blue or Dark brown. SIZES: 10, 10½, 11, 11½, 12 and 13. *State size and color.* Shipping weight, pair, 3 ounces; 3 pairs, 7 ounces.

**86 V 1933**—Pair.....49c 3 Pairs.....$1.44

Here's your best bargain of the season in an extra warm suit . . . 10% wool, the rest extra strong good quality cotton. Warm winter weight and finely ribbed so it's easy fitting, easy stretching, shape retaining. Ordinarily a suit like this is way higher priced. Shaped collarette neck, set-in shoulders, flatlocked seams. Long sleeve, ankle length style.

COLOR: Tan random. EVEN SIZES: 36 to 46-inch chest. *State size.* Shipping weight, each suit, 1 lb. 5 oz.; 3 suits, 3 lbs. 12 oz.

**16 V 4090**
Each Suit . . . . . **85c**
3 Suits . . . . . **$2.49**



## WHAT A BARGAIN!

Winter Weight Shirts, Drawers . . . FOR ONLY **39c** EACH GARMENT

A record-breaking bargain. Only at Sears can you buy shirts and drawers of this good quality for so little money. Check for yourself and see how much you save! They're **real winter weight**—more cotton is knit into them! Full size everywhere—no strain anywhere. Their ribbing is extra firm . . . holds in warmth, keeps out cold; makes them easy-stretching, comfortable, figure fitting. Shirts have shoulder inserts and rayon trimmed collarette neck. Drawers have double crotch; drawstring in back.

COLOR: Cream. Shipping weight, each garment, 14 ounces.

**UNDERSHIRTS**
EVEN SIZES: 34 to 46-inch chest. *State size.*
**16 V 4052**—Each . . . **39c**

**DRAWERS**
EVEN SIZES: 32 to 44-inch waist. *State size.*
**16 V 4083**—Each . . . **39c**

Here's what children like—a comfortable winter waist suit with elastic-top seat that always snaps back into place . . . that's so easy for even the littlest tot to manage. It's a good medium weight cotton, ribbed knit so it's easy stretching, rayon striped for looks. Short sleeves, French leg style. Buttons down the front. It's a bargain at this low price.

COLOR: Cream-white. AGE-SIZES: 2, 4, 6 and 8 years. *State age size.* Shipping weight, each suit, 4 ounces; 3 suits, 9 ounces.

**16 V 9160**
Each Suit . . . . . **35c**
3 Suits . . . . . **97c**

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## A Practical Gift!

**WARM DAINTY SILK-AND-WOOL Flatter-ees VEST AND PANTIES**

**58c** EACH — VEST OR PANTY

Give her lingerie and you're sure to please her. Give her Flatter-ees, warm as well as dainty, to please her most! These are 50% wool (that's for warmth), 12½% silk (that's for softness and luster), the rest combed cotton (you know how that wears). Tuck knit so it clings to the figure. Low cut vests with dainty rayon banding and shoulder straps. Elastic waistband on panties; Lastex at leg bottoms to keep them down.

COLOR: Teatose. SIZES: Small (32-34); Medium (36-38); Large (40-42)-inch bust or hip measure. *State size.* Shipping wright, each garment, 4 ounces.

**16 V 6670**—Vest
**16 V 6671**—Panties
Each Garment . . . . . **58c**

## Smartest Gift for Modern Travelers

- Basswood box with veneer top, bottom.
- Top quality, heavy canvas duck, pyroxylin coating. Washable, scuff-resisting.
- Sears exclusive dark blue color, yellow and gray woven stripes. Rich looking blue color poplin silk lining with coil-wire elastic in all pockets.
- Edges bound with heavy top grain cowhide leather. Solid brass locks. Latest two-tone post handle.

**$6.95** (B)

Never before in Sears history have we ever offered such unbeatable quality in striped, matched luggage! Every piece shown matches the other in color, lining, every detail. If desired, any piece, to fill out set, can be purchased within one year from date this catalog is mailed.

**(C) Tray Fitted Case**
21-in. size. Removable tray holds 9 enameled fittings, frames and handles of "Jewlers' Bronze"—comb, brush, mirror, nail file, tooth brush tube, 2 lotion bottles and 2 cream jars.
6 V 9413
Shpg. wt., 14 lbs. ... **$16.95**

**(D) Lid Fitted Case**
18-in. size. Same fittings as 6 V 9410, no nail file.
6 V 9418
Shpg. wt., 9 lbs. ... **$12.95**

**(A) Women's Wardrobe Case**
21x17½x8¾ in. size. Six individual, removable rod hangers with curtain for covering garments. Room for accessories.
6 V 9417
Shpg. wt., 13 lbs. ... **$13.95**

**(B) Women's O'Nite Case**
18, 21 or 24-inch size. Three shirred pockets in body of case—one in lid. Shipping wts., 7, 8, 9 lbs.
6V9416—State size .. **$6.95**

# GLADSTONES

USEFUL CHRISTMAS GIFTS

**(A) Men Gladly Pay $12.50**

- Latest submarine locks.
- English woven plaid lining.
- Non-sag frame, metal supports. Scuff-er corner plates.

**$8.98** (A)

*Big Savings!* First quality boar grain split cowhide. Three pockets, shirt fold on center divider. Post handle. Size, 24 or 26-in. Black or brown. State size, color.
6 V 9200—Shpg. wt., 13 and 14 lbs. ... **$8.98**

**(B) Finest Cowhide Women's Bag**

- Top quality, baby walrus grained.
- Fine Moire lining. Shirred, coil wire elastic pockets on each side of divider.
- Light weight, steel frame. Post handle.

*Like $15 gladstones!* Size, 22x12½x6 in. Black or brown. State color.
6 V 9203—Shpg. wt., 10 lbs. ... **$11.45**

**(C) Women's Split Cowhide Bag**

- Baby Walrus grained. Steel frame.
- Rayon lining. Center divider, pocket.

*Bargain!* Reinforced leather corners. Leather post handle. Size, 22x12½x6 in. Dk brown or black. State color.
6V9214—Shpg. wt., 10 lbs ... **$6.59**

**(D) Men's Bargain! Steel Frame**

- Shark grained split cowhide.
- Plaid fabric lined. Metal bottom studs.

*Worth 20% more!* Shirt fold, inner pocket. Post handle. Reinforced corners. Welted seams. Size, 24x15¾x8-in. Black or dark brown. State color.
6 V 9231—Shpg. wt., 12 lbs. ... **$4.98**

# GENUINE LEATHER

(Split Cowhide) BRIEFCASES

- HEAVY SHARK GRAINED LEATHER WITH 3 POCKETS
- PATENTED EXPANSION STRAPS SLIDE IN OR OUT TO FIT CONTENTS

**Shark Grained**

4-ounce stock, split cowhide leather, shark grained. 3 pockets; talon slide fastener across top; drop style leather handle. Special design takes all strain off the slide fastener . . . D-type handle attached in manner that divides weight evenly. Imitation leather gussets and partitions. Size, 16x11 inches. Black or dark brown. Initials in gold free. State color and print initials wanted. Shipping wt., 1 lb. 14 oz.
12 V 5430 ... **$1.49**

**New Expansion Style**

Elastic straps slide in or out automatically to fit contents of case. Sold exclusively by Mail Order by Sears. Use as envelope or brief case. Split cowhide leather walrus grained. 3 pockets; 16x12 inch. Keratol gussets; fiber partitions; slide fastener across top; drop style handles. Black or brown. Initials in gold free. State color and print initials. Shipping weight, 2 lbs. 8 oz.

**$1.95**
12 V 5432 ... **$1.95**

12 V 5333—Like 12V5432 but all split leather sides, partitions and gussets ... **$2.49**

# NEW *Director* BILLFOLDS

**With Features You've Never Seen Before in a Wallet of Finest Genuine Leather . . . . Beautiful Gift Presentation Box . . . . His Name Stamped in Gold FREE!**

Secret Pocket
Hides His Big Money in Crowds
Spare Keys Carried Here!
He's Never "Locked Out"
Sliding Card File
Brings All Cards to Instant View

Director Billfold. 2-fold style. Your choice of fine Steerhide or Cowhide . . . leathers that practically never wear out! Size, closed, 3½x4½ inches. *Print name plainly and state color.* Shipping wt., ea. 11 oz.

**(A) 18 V 2305**—Black or Brown Cowhide Leather.

**(B) 18 V 2300**—Brown Steerhide Leather.

**$3.39 Each**

Extra High Grade Director Billfold. 2-fold style. Smooth calf leather with hand-laced leather edges or imported grained goatskin, a much prized leather, known to generations for quality. Size, closed, 3½x4½ in. *Print name and state color.* Shpg. wt., ea., 11 oz.

**(C) 18 V 2301**—Brown Hand-laced Calf Leather.

**(D) 18 V 2306**—Black or Brown Goatskin.

**$4.88 Each**

**TWIN ZIP WALLET AND ZIP KEY CASE IN STRONG STEERHIDE** **$1.98 SET**

Genuine Steerhide—super-value! A set that will give many years of service! Three-fold wallet has Zip bill pocket! A **second** Zip guards coins or tickets! More protection for your money, more convenience! Wallet size, closed, 4½x3 in. Matching six-hook key case has Zip closing and fine suede leather lining. $3.00 value! His name stamped in gold, free—adds tremendously to the pleasure of your gift.

COLOR: Brown only. *Print name wanted plainly.*

**18 V 2251**—Set of Wallet and Key Case. Shipping weight, 7 ounces..... **$1.98**

**18 V 2282**—Wallet only. Shipping weight, 5 ounces..... **1.49**

PRINT PLAINLY NAME TO BE STAMPED IN GOLD

**89¢ Each**

2-fold style! Steerhide or Cowhide! "Zip" pocket! Snapped Coin pocket! Card pocket. Size, closed, 3⅝x4¼ in. *Print name wanted plainly.* Shpg. wt., 4 oz.

**18 V 2304**—Embossed Brown Steerhide.

**18 V 2307**—Black Grained Cowhide.

**98¢ Each**

Cowhide or Steerhide! 3-fold with "Zip" bill pocket! Social Security or card pocket. Coin pocket. Size, closed, 4½x3 in. *Print name wanted plainly.* Shpg. wt., 4 oz.

**18 V 2273**—Brown Steerhide.

**18 V 2271**—Black Cowhide.

3-fold style. Embossed Steerhide! Has a place for everything! Zip bill pocket! Coin pocket. Calendar, extra pocket for stamps. Size, closed, 4½x3 in. *Print name plainly.* Shipping weight, 5 ounces.

**18 V 2302**—Embossed Brown only.

**$1.59**

**Genuine leather** in 3-fold style! Tremendous value! Card pocket, coin pocket, "window" pocket. Size, closed, 4½x2¾ in. *Print name and state color.* Shpg. wt., 4 oz.

**18 V 2303**—Black or Brown.

**49¢**

**FOR OTHER BILLFOLDS SEE SEARS BIG CATALOG**

# THE GIFT HE'LL APPRECIATE MOST

## NEW! IMPROVED!

# CHAMPION

### ELECTRIC DRY SHAVER

*Regular $12.00 Value* **$9.89**

Just watch his face light up on Christmas morning when he sees his new Champion Electric Shaver. Electric shaving is new—modern—that's why every man wants a Champion. Champions give the utmost in shaving comfort—easier and faster, too, and they eliminate the use of brush, blades, soap and water. **The Champion is the perfected electric shaver. The special double cutter head** will shear off the toughest whiskers easily and smoothly without irritating the skin—leaves the face smooth and clean. The cutter head is clog-proof and easy to remove and keep clean and sanitary. The precision adjusted **heavy duty motor** has graphite-treated bearings and requires no oiling. Operates on A.C. or D.C.—**state choice of 6, 32 or 110-120 volts.** Complete with six-foot cord and leather case with full name in gold free. **Print name wanted.**

8 V 9635—Shipping weight, 14 oz. **$9.89**

*Free* HIS NAME IN GOLD ON LEATHER CASE

**Packard Shaver**

Lektro-Shaver with the round head cutter. Complete with cord, case, instructions.

Postpaid
8 V 6336 **$15.00**

**Schick Dry Shaver**

Electric shaver. Complete in leather case with cord and instructions for using.

Postpaid
8 V 6337 **$15.00**

AC-DC motor. **State Choice** of 6, 32, 110-120 volts.

**Williams' Holiday Men's Set**

*A $1.50 Value*

In Christmas gift box. Includes 10c size Williams Aqua Velva lotion, 25c size talcum, 50c size luxury shaving cream, 25c package of 5 razor blades.

8 V 9608—Shpg. wt., 3 lbs. **89c**

**Palmolive's Men's Gift Set**

*4 Pieces—$1.20 Value*

For the practical and fastidious man—25c size Palmolive shave cream, 35c size after-shave lotion, 25c size talcum and 35c size Colgate dental cream. A gift he'll surely appreciate.

8 V 9626—Shpg. wt., 3 lbs. 6 oz. **89c**

**The Fragrance Men Prefer—Wembdon Lavender**

Walnut finish cigar humidor with handsome designed top. Moisture-proof and lined with metal moistener. Capacity 50 cigars. Contains Wembdon soap, after-shave lotion, bowl of shaving soap and can of talcum powder. Postpaid.

8 V 9603 **$4.85**

An attractive Christmas package for men, consisting of full-size packages of Wembdon lotion, tube of shaving cream and can of talcum powder. Gift box.

Postpaid
8 V 9602 **$1.50**

Introductory gift box of famous Wembdon lavender. Trial size shaving soap in wooden bowl, bottle of after-shave lotion and men's cologne.

Postpaid
8 V 9601 **$1.00**

**S. R. Blades-Genuine Swedish Steel**

Here's a gift any man will appreciate, and he'll be reminded of the giver every time he shaves. Fifty double-edged guaranteed blades in a Christmas package. These blades will give him real shaving comfort. Made of Swedish steel, sharpened to a keen edge. This is a real value and splendid gift.

8 V 6388—Shpg. wt., 5 oz. 50 Blades **43c**

50 Blades For **43c**

**$1.00 It Looks Like a $2.00 Value**

**Bond Street Pipe Set**

Any man who enjoys a pipe will get a thrill out of this Christmas present—a complete set, with everything except his tobacco. Set consists of: (1) The Bond Street rum-cured pipe (in shape shown) made of selected imported briar, walnut finish, with moisture-proof trap to insure a cool, dry smoke. (2) Genuine leather pouch, with rubberized lining and "Zip" slide fastener. (3) Pipe reamer in leather case. (4) Flannel pipe pouch. (5) 12 pipe cleaners. Shipping weight, 1 pound.

8 V 6941—Complete Set, Only **$1.00**

**Christmas Gifts Any Smoker Will Appreciate at a Big Saving in Price**

**25 Sears Jubilee Cigars**

Fine imported and domestic tobaccos. Natural wood box, hinged cover, brass clasp. Shpg. wt., 1 lb. 4 oz.

8 V 4604 **$1.00**

**Long Filler Havana Cigars**

50 fragrant cigars in attractive metal humidor with mirror inside cover. Shipping weight, 3 lbs. 8 oz.

8 V 6942 **$4.98**

**Lektrolite Flameless Lighter**

Windproof and dependable. Fits vest pocket or purse. Complete with lighter fluid.

Postpaid
8 V 7975 **$1.25**

**Cigarette Case**

Automatic cigarette lighter case. Holds 14 cigarettes. Enamel finish. Shpg. wt., 8 oz.

8 V 7977 **98c**

**Genuine Meerschaum**

Hand-carved with amber mouthpiece. Straight or bent stem. **State choice.** Print initials. Shpg. wt., 10 oz.

8 V 7978 **$6.89**

**4-Piece Smoker's Set!**

Genuine pressed briar pipe, straight stem, automatic pocket lighter, cigar holder and cigarette holder. (Packed in rayon lined gift box.

8 V 7976—Shpg. wt., 12 oz. **69c**

**De luxe Shaving Set**

5 Pieces—Including GEM Safety Razor and 1 Blade $3.98

One of the handiest, handsomest sets we've seen! Matching pieces in gray and black design with chromium trim. Set includes folding shaving stand (mirror and bowl) shaving brush, Gem safety razor with blade, military brush and comb with metal back. Mirror may be set up where light is best. In rich, fully lined gift box. A $6.00 Value.

B V 9634—Shpg. wt., 4 lbs. 8 oz. $3.98

**Genuine Ebony Military Set**

This 3-pc. set includes two oval-shaped solid back brushes with sturdy securely set bristles and good quality comb. Initial engraved free on metal medallion on brushes. Print initial wanted. In gift box.

B V 9788—Shpg. wt., 1 lb. 3 oz. $1.00

**(A) De luxe Travel Case**

*Genuine Top Grain Cowhide Leather—$10 Value!*

A superb travel case—in looks—in quality—in value! 12 high grade fittings include: club style genuine ebony hair brush, comb, shoe horn, scissors, nail file, standup mirror, cloth brush, lotion bottle, and 4 boxes for razor, tooth brush, shaving brush and creams. Swanky light brown or mottled black leather. Genuine Talon slide fastener. State color and print initials.

B V 9633—Shpg. wt., 2 lbs. 13 oz. $4.79

**(B) 9-Piece Travel Case**

*Handy—Compact—$3.00 Value!*

Has all the appearance of a case costing double this price! 9 fittings include: military brush, comb, nail file, tweezers, mirror, 3 boxes, and lotion bottle. Black genuine leather with "Zip" slide fastener. Print initials wanted.

B V 9631—Shpg. wt., 1 lb. 10 oz. $1.69

**(C) 11-Piece Travel Case**

*Genuine Leather—$5.00 Value!*

A spectacular value—designed to please him and please your pocketbook. A good $5.00 value! Includes a military brush, comb, nail nipper, file, shoe horn, 4 boxes for shaving brush, creams, and toothbrush, lotion bottle, and standup picture frame mirror. Black or Brown genuine leather case with "Zip" slide fastener. State color and print initials wanted.

B V 9632—Shpg. wt., 2 lbs. 12 oz. $2.89

**(D) Special! 6-Piece Case**

*At Least a $2.00 Value!*

Neat artificial leather case containing mirror, nail file, comb, military brush, soap box and tooth-brush box. Amazingly complete at this low price and an ideal Christmas gift. Opens and closes on "Zip" slide fastener. Print initials.

B V 9630—Shpg. wt., 1 lb. 6 oz. $1.00

## Pro-phy-lac-tic MILITARY SETS

**3-Piece Military Brush Set**

Initial Engraved Free on Back of Brushes of These 2 Sets

*$2.50 Value*

2 fine quality Pro-phy-lac-tic military brushes with fancy metal backs and a comb. Print initial. Shipping weight, 1 lb.

B V 9628 $1.19

**4-Piece Military Brush Set**

*$2.50 Value*

The initial "personalizes" this gift! This famous set includes 2 military brushes, cloth brush and comb. In a gift box. Print initial.

B V 9629—Shpg. wt., 1 lb. 8 oz. $1.79

**Genuine Ebony 6-Piece Set**

He'll appreciate this! Contains 2 military brushes, cloth brush, hat brush, comb and shoe horn. Pure white bristles are firmly set in solid back genuine ebony. Shpg. wt., 1 lbs. 4 oz.

B V 9793 $3.79

**5-Piece Military Set**

A splendid value. This practical gift includes 2 ebony finish military brushes and cloth brush, comb and shaving brush. Save on a fine gift for any man! Shpg. wt., 1 lb. 11 oz.

B V 9600 89c

## JUVENILE MILITARY SETS

**"Tally-Ho" Man's Set**

What gift could be more appropriate? Talcum, wooden shaving bowl with soap and shaving lotion. The well known Tally-Ho name assures you quality. Attractively packaged. Shipping weight, 1 pound 6 ounces.

$1.00 Value

B V 9621 59c

**4-Pc. "Pickwick" Gift Set**

This "Pickwick" set makes a handsome as well as practical present. Talcum powder, after shave lotion, large tube of shaving cream and styptic pencil. In a neat box. Shipping weight, 2 pounds 5 ounces.

75c Value

B V 9707 39c

**Mickey Mouse Sets**

Boys' and girls' military outfits. In gift box.

3 Pieces—Two brushes and comb. An ideal gift. Shpg. wt., 13 oz.

B V 9797 79c

5 Pieces—Brush and comb. Shpg. wt., 10 oz.

B V 9796 49c

**Ebony Finish Military Sets**

3 Pieces—2 brushes and comb. In gift box. Shpg. wt., 12 oz.

B V 9799 59c

2 Pieces—Brush and comb in gift box. Shpg. wt., 8 oz.

B V 9798 39c

**Metal-back Military Set**

Full size genuine bristle military brush, and comb. High luster natural metal back with engine turned design. Shipping weight, 10 ounces.

B V 9790 44c

# THAT GLAMOUR GIFT—
*by Du Pont*

## Genuine Du Pont Pyralin Dresser Set

**FREE INITIAL for Four Pieces Included**

***At Least a $15.00 to $20.00 Value!***

Give her her heart's desire this Christmas—a Pyralin dresser set—at a saving that's a Christmas gift in itself! 18 stunningly designed pieces that make an ensemble of beauty on her dressing table! Pieces are: clear beveled glass mirror, about 13 in. long; hair brush; comb; mirror glass dresser tray; 2 cream jars; 2 powder jars; nail file; cuticle knife; mascara brush; powder brush; shoe horn; nail buffer; button hook; scissor; and 2 perfume or lotion bottles. Initial for four pieces furnished free! Colors: Rose, Green, or Maize with brilliant mother-of-pearl effect finish, and also in plain Jet Black. **Be sure to state color and print initial wanted.**

**In Beautiful Rayon Lined Gift Box**

**8 V 9711**—18 Pieces in gift box—Ship. wt., 14 lbs. **$9.69**

Same as above but without Gift Box. **7.79**

**8 V 9714**—Shipping weight, 6 pounds 5 ounces.....

MAKE IT A PERSONAL
S Gift
Individual initial in style shown furnished for pieces mentioned with instructions for mounting.
10 PIECES
$4.95

## Amazingly Rich Looking—A Special Value!

**INITIAL Supplied FREE for Four Pieces**

***Easily Worth DOUBLE Sears Price!***

A set that looks extravagantly rich yet costs amazingly little! She'll think you paid $10.00 or more for this set with its soft lovely coloring, its graceful design and feminine charm. Complete set with heavy crystal-clear beveled glass mirror about 14 in. long, fine quality hair brush, comb, nail file, buffer, cuticle knife, button hook, shoe horn and two utility boxes. Initial for four pieces supplied free! Colors: Nile Green, Ivory (Eggshell tint) or Rose. **Print initial wanted and state 1st and 2nd color choice.** Shipping weight, 7 pounds 13 ounces.

**8 V 9779**—10-Piece Set in lovely rayon-lined gift box. **$4.95**

## Pearl-Like Finish on Crystal Clear Base

**With FREE INITIAL for Four Pieces**

***A $25.00 to $27.50 Value!***

The finish of this rich boudoir set is made to duplicate the lovely fleeting colors of genuine satin-like sea pearl! Crystal-like base is in lovely harmony with the beautiful pearl effect. 20 pieces, including clock, hair brush with fine white bristles, clear beveled glass mirror about 13 in. long, and other useful articles illustrated. In a beautiful finely lined gift box. Comes with attractive initial for four pieces. Colors: Rose, Green, or Maize. **State initial wanted and choice of color.** Shipping weight, 10 pounds 14 ounces.

**8 V 9720**—20-Piece Set in gift box. **$13.95**

## Genuine Du Pont Solid Pyralin

**6-PIECE SET** **$3.98**

***A $6.00 Value!***

The essential articles—in fine solid Du Pont Pyralin. Hair brush, comb, mirror, file, powder box and jar in a lovely rayon lined gift box. Initial for two pieces included. Colors: Rose, Green, Maize or Black. A big value. **Print initial and state color wanted.** Shipping weight, 6 lbs.

**8 V 9712**—6-Piece Set.. **$3.98**

**3-PIECE SET** **$2.98**

***Christmas Special***

First time that we know of—a set of this quality packed in a lovely lined gift box for this price! Excellent quality solid Pyralin with the three most-used pieces. Initial for two pieces. Colors: Black, Rose, Green or Maize. **Print initial and state color wanted.** Shipping weight, 2 lbs.

**8 V 9715**—3-Piece Set.. **$2.98**

## Lower Priced Toilet Sets

**6-PIECE SET** **$1.98**

***$3.00 Value!***

A worthwhile gift at a real saving! Du Pont pyralin, composition filled, in a smart modern design. In rayon-lined gift box. Initial for two pieces. Colors: Rose, Green, or Black. **Print initial and state color wanted.** Ship. wt., 4 lbs. 1 oz.

**8V9716**—6-Pc. Set. **$1.98**

**3-PIECE SET** **67¢**

***$1.00 Value!***

Well-made, modern style dresser set. Has celluloid back with metal base and bright metal rims. Initial for 2 pieces. Mirror is about 12 in. long. Colors: Black, Green or Ivory. **Print initial and state color wanted.** Ship. wt., 2 lbs. 2 oz.

**8 V 9726**—3-Pc. Set. **67¢**

# Lovely Gifts
## AT A BIG SAVING

## Wembdon Lavender
**Charming Gifts! Wembdon Lavender Baskets**

Contains 2 bars soap, bottle cologne, sachet bag, 2 sachet envelopes, and tablet and powder water softeners. In box. Postpaid.
8 V 9606 **$1.50**

Contains dusting powder, soap, bottle of cologne, sachet bag, sachet envelope, and powder and tablet water softeners. In box. Postpaid.
8 V 9607 **$2.50**

**Wembdon Lavender Sets in Lined Gift Boxes**

A beautiful 5-piece gift set of fragrant Wembdon Lavender Toiletries. Set contains talc, soap, bottle of cologne and two water softener tablets. Postpaid.
8 V 9605 **$1.65**

A smart yet inexpensive 3-piece set. Contains lavender cologne, soap, and talc, beautifully presented in a lovely lined gift box. Postpaid.
8 V 9604 **$1.00**

**Heart Shape Leather Manicure Case**
*A Wonderful Value!*

Our novelty shape case, beautifully lined. 11 pieces include 3 with lovely Pyralin handles in Black, Green, or Rose; also scissors, eyebrow plucker, pusher and other articles. "Zip" opener. Size, open, about 9⅛x7½ in. *State color.* Shpg. wt., 1.3 oz.
8 V 9609 **$2.98**

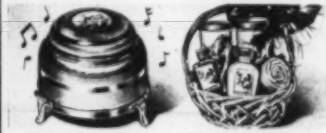
**Bargain Zip-Opening 8-Piece Manicure Set**
*Value Sensation!*

Don't fail to buy at least one for your gift list! Genuine leather, "zip" opener. Contains 4 bottles of manicure preparations, good quality nail file, orange stick, emery stick and cotton roll. Size, open, about 7⅛x6 in. Shpg. wt., 10 oz.
8 V 9614 **59c**

**Genuine Leather Manicure Case**
*The Perfect Gift!*

**89c**

She'll call herself fortunate indeed to receive this gift! 4 large bottles of good quality manicure preparations, nail file, orangewood stick, cotton and emery stick. Easy working "Zip" slide fastener. Size, open, about 8⅜x6 in. Shipping wt., 1 lb. 2 oz.
8 V 9612 **89c**



**Musical Powder Box**

A delightful box that "sings" a melody in chimes every time the cover is lifted! Beautiful imported porcelain picture top. Height, about 3½ in. Glittering "satin" finish metal. Colors: Rose or Green. *State color.* Shpg. wt., 1 lb. 8 oz.
8 V 9627 **$1.98**



**Christmas Gift Basket**

Here's a clever gift idea—one that will give her a thrill! A nicely decorated basket filled with water softener, perfume, soap, and sachet, in either delightful Gardenia or Lavender odor. *State choice of odor.* Shipping wt., 1 lb. 10 oz.
8 V 9620 **39c**

**Snap Button Manicure Case**

Contains 3 bottles manicure preparations and other necessary manicure pieces. A handy, low-priced set! Imitation leather case. Shpg. wt., 1 lb.
8 V 9610 **27c**

**Genuine Leather Manicure Case**

Compact—complete! Contains 3 manicure preparations and manicure pieces. "Zip" opening case about 9x5 in., open. Shipping wt., 12 oz.
8 V 9615 **39c**

**Cigarette Box Manicure Set**

With four bottles nail preparations and three other manicure needs. Wooden box will hold cigarettes afterwards. Size, about 8x3¼x4 in. Shpg. wt., 2 lbs. 2 oz.
8 V 9611 **89c**

**Lady Esther Gift Set**
*$1.10 Value*

Your "Leading Lady" will welcome this practical Lady Esther gift set. Contains Lady Esther's two most popular items—55c size Four Purpose Cream and 55c size Face Powder, both smartly presented in a two-tone color gift box. Powder comes in four shades: Natural, Rachel, Beige, and Brunette. *Be sure to state shade.* A smart yet practical gift. Shipping wt., 1 lb. 8 oz.
8 V 9794 **69c**

**Cashmere Bouquet Gift Sets**
*Always in Good Taste*

These world famous toilet preparations make lovely gifts. You'll pay her a wonderful compliment with one of these gifts!

**Five-piece Set.** Contains small size face powder, perfume, cold cream, hand lotion and toilet soap. Shipping weight, 2 pounds.
8 V 9784 **49c**
5-Piece Set

**Large Size Set. $1.10 Value.** Contains large bottles of hand lotion, face powder and large cake toilet soap. Shipping weight, 2 pounds 5 ounces.
8 V 9625 **89c**

**Flower Perfume Set**

$1.25 Value. Perfume, cologne, sachet, artificial flower. Gardenia or Lilac odor. *State choice.* Lined gift box. Shpg. wt., 12 oz.
8 V 9619 **89c**

**Perfume Set**

75c Value! 5 bottles of perfume in 4 different odors. Use a different odor for every occasion. In gift box. Shpg. wt., 14 oz.
8 V 9618 **59c**

**Bath Set**

65c Value! Bath powder, perfume, talcum, and water softener. A complete set. Gardenia or Lilac. State choice. Shpg. wt., 1 lb. 4 oz.
8 V 9617 **47c**

**18-Piece Bath Set**

Water softeners, perfume, dusting powder. Gardenia or lavender. State choice. Shpg. wt., 1 lb. 11 oz.
8 V 9624 **29c**

**3-Piece Set**

2 bottles of perfume and box of face powder. In gift box. Shpg. wt., 10 oz.
8 V 9622 **19c**

**Flower Gift Set**

Artificial flower, face powder, 2 bottles perfume. Gardenia or Lavender. State choice. Shpg. wt., 1 lb.
8 V 9623 **24c**

## A WATCH—The Most Precious Gift of All!

### Smartly Styled Yellow Gold Cases

REGULAR $12.50 VALUE — $9.98 — 7 Jewels

REGULAR $15.50 VALUE — $12.98 — 17 Jewels

Here are real values—real holiday bargains in beautiful, lasting Christmas gifts. Sears watches are known for quality—beauty—accuracy—durability and STYLE! The fine quality movements (imported from Switzerland) are absolutely backed by Sears well known guarantee—"You must be satisfied!" The dainty women's models or the masculine men's watches are timepieces anyone would be proud to own and wear. All these watches (both men's and women's) have 10-K yellow rolled gold plated cases with perspiration-proof, non-tarnishing satin finished steel backs. Each in gift box. Shpg. wt., ea. 9 oz.

**For Women and Girls**

(A) Ever-Popular Baguette Style! (Beautiful Matching Bracelet)
4 V 363—7 Jewels..... $9.98
4 V 364—17 Jewels..... 12.98

(B) Neat, New Round Style!
4 V 367—7 Jewels..... $9.98
4 V 368—17 Jewels..... 12.98

(C) Rectangular Favorite!
4 V 365—7 Jewels..... $9.98
4 V 366—17 Jewels..... 12.98

**For Men and Boys**

(D) Favorite Rectangular Model! Genuine Tan Leather Pigskin Strap!
4 V 1247—7 Jewels..$9.98
4 V 1248—17 Jewels.. 12.98

(E) Semi-Plain Model!
4 V 1233—7 Jewels..$9.98
4 V 1235—17 Jewels.. 12.98

(F) Engraved Oblong Model!
4 V 1236—7 Jewels..$9.98
4 V 1237—17 Jewels.. 12.98

## For Life-Long Satisfaction . . . Beauty . . . STYLE

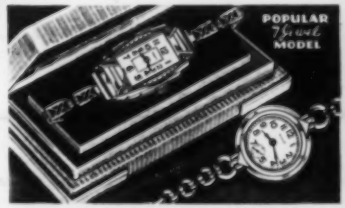
### Choose the Perfect Gift; a Beautiful, Dainty Watch

$11.95 — 7 Jewels

Small, petite and attractive . . . any woman would be proud to wear one of these exquisite watches! They are finely adjusted, excellent timekeepers! Cases are 10-K yellow rolled gold plate with non-tarnishing satin finished steel backs. Each model is matched by a dainty safety bracelet, which protects against dropping or losing the watch. The easy-to-read dials and the delicate engraving on the cases represent the best in watch design and style. Choice of 7 or 17 Jewel Swiss movements. Each watch comes in a beautiful gift box, making the perfect present for any woman or girl. (Watches shown are three-quarters actual size.) Shipping weight, each, 9 oz.

**Round Model**
4 V 371—7 Jewels..$11.95
4 V 372—17 Jewels.. 14.95

**Square Model**
4 V 369—7 Jewels..$11.95
4 V 370—17 Jewels.. 14.95




## 7-Jewel Watches at Money Saving Prices

### 10-K Yellow Rolled Gold or Chromium Plated Cases

Any woman or girl would love to own either of these attractive, modern wrist watches. Beautifully styled—carefully constructed seven-jewel Swiss movements. Either the round or rectangular model come in lovely yellow rolled gold or gleaming chromium plated cases with matching link bracelets. Both cases have tarnish-proof satin finished steel backs. Each in gift box. Shpg. wt., each, 9 oz.

**Rectangular Model**
Chromium Plated Case; Yellow Rolled Gold Case
4 V 374—7 Jewels.... $6.95 / $8.95

**Round Model**
Chromium Plated Case; Yellow Rolled Gold Case
4 V 375—7 Jewels.... $6.95 / $8.95

## Sturdy Watches for Men and Boys . . SAVE!

Guaranteed seven-jewel movements (imported from Switzerland), sturdily built and guaranteed. Chromium plated cases, with sweat-proof backs, reeeuable white gold. Embossed model has adjustable safety bracelet. Popular cushion-shaped model has black genuine leather strap. Gift box.

**Embossed Case Matching Bracelet.**
4 V 1245—Shipping weight, each, 9 ounces..... $6.95

**Cushion-shaped Case—Leather Strap.**
4 V 1244—Shpg. wt., 9 oz..... $5.95

The semi-plain rectangular case is 10-K yellow rolled gold plated with non-tarnishing steel back. Genuine pigskin tan leather strap has matching buckle. 7-Jewel imported Swiss movement; it's a good timekeeper and will give service. In attractive gift box. A usual $10.00 value! Shipping weight, 9 oz.

4 V 1246..... $8.95

## Slender 10-K Yellow Gold Plated Case

$13.95 — 7 Jewels

7 Jewels or 17 Jewels. The Perfect Christmas Gift for "HIM!" The biggest step forward in fine watch design for men—curving the case to fit the wrist! Look at these features . . . features you'll find in watches at much higher prices, but presented here in popular-priced models. **Case:** Beautiful 10-K yellow rolled gold plate, with perspiration-proof, tarnish-proof back of stainless steel. **Movement:** Your choice of a 7-Jewel or 17-Jewel fine Swiss movement, built for strength and accuracy. **Strap:** Triple-thong type of genuine tan pigskin. This is a high quality, up-to-date watch. Gift box. Shpg. wt., each, 9 oz.

7 Jewels 4 V 1242..... $13.95
17 Jewels 4 V 1243..... $16.95

## Beautiful Waltham Watches—A Lifetime Gift for "HER"

**Two or Six Genuine Diamonds—14-K Solid Gold Cases**

Two sparkling diamonds highlight the beautiful designs of these 14-K solid yellow or white gold Walthams. Graceful yellow gold color numerals and hands adorn the beautiful faces . . . 15 Jewels for accuracy and long service! Dignified black silk cord bracelet to match. **State choice of white or yellow gold.** In gift box. Shipping weight, each, 9 ounces.

| Square Model | Value | Round Model | Value |
|---|---|---|---|
| 4V401 | $50.00 | 4V400 | $50.00 |
| $37.50 Cash | | $37.50 Cash | |
| Easy Payment Price, each . . . $41.00 | | | |
| $4 down, $5 monthly. | | | |

Six sparkling diamonds just above the value built into this fine 17-Jewel Waltham . . . famous for accuracy and long wear! 14-K solid white or yellow gold cases. Adjustable, black silk cord bracelet to match. **State choice of white or yellow gold.** In gift box. Shipping weight, 9 oz.

| | | | |
|---|---|---|---|
| 4V402 | $60.00 | | |
| $49.95 Cash | | | |
| Easy Pay. Price . . . $54.45 | | | |
| $5 down, $5 monthly | | | |

## Waltham Masterpieces! 17-Jewel Watches

$75 to $200 Values

**Dainty, Small Size, 14-K Solid White Gold Cases**

Lustrous 14-K solid white gold cases with twenty and thirty genuine diamonds, mark these dainty Walthams "exquisite and distinctive" models. Tiny and graceful—gifts that are planned for a lifetime of accuracy. Black silk cord bracelets. In gift box. Shipping weight, each, 9 ounces.

$64.85 Cash And Up

| (A) $85 Value Square Model | (B) $75 Value Round Model | (C) $110 Value Mew Semi-Square |
|---|---|---|
| 20 Diamonds | 20 Diamonds | 30 Diamonds |
| 4V404 $69.85 | 4V405 $64.85 | 4V403 $89.75 |
| Easy Payment Price . . . $76.35 | Easy Payment Price . . . $70.35 | Easy Payment Price . . . $98.25 |
| $6 down, $7 monthly | $6 down, $6 monthly | $8 down, $9 monthly |

## Favorite Styles-Neat, Tiny, Up-to-Date

Two genuine diamonds are set in the 10-K yellow rolled gold plate cases, with non-tarnishing backs. Link bracelets. Prices elsewhere are at least $5 more. She will treasure one of these beautiful 7 or 17-Jewel Swiss movement watches for years! In gift boxes. Shpg. wt., each, 9 oz.

$13.95

7-J. Baguette

| Beautiful Baguette Style | | Neat Semi-square Style | |
|---|---|---|---|
| 4V377—7-Jewel | $13.95 | 4V378—7-Jewel | $14.95 |
| 4V376—17-Jewel | $16.95 | 4V360—17-Jewel | $17.95 |

## 7-Jewel Elgins for Men and Women

Famous for beauty and accuracy, an Elgin has long been the ideal Christmas gift! 10-K yellow gold filled cases. In gift boxes. **Postpaid.**

| Women's Watch | | Men's Watch | |
|---|---|---|---|
| Black silk cord bracelet | | Tan Pigskin Leather Strap | |
| 4V406 | $27.50 | 4V1060 | $25.00 |

Cash or Easy Payments, $3 down, $4 monthly

## 7-Jewel Walthams for Men and Women

For dainty femininity or masculine strength—give a Waltham! Same base perspiration-proof backs. In gift box. Shpg. wt., ea., 9 oz.

| Men's Walthams | | Women's Walthams | |
|---|---|---|---|
| Matching link band. | $15.95 | Matching link bracelet. | $15.95 |
| 4V964—Chromium. | | 4V465—Chromium. | |
| 10-K yellow gold—tan strap. | | 10-K yellow gold. | |
| 4V963 | $17.95 | 4V465 | $17.95 |

See Page 5 for Easy Payments, Use Easy Payment Order Blank.

# BULOVA *The Watch of the Air*

## "American Girl"

You've heard of the Bulova "American Girl" models on your radio—here they are—brand new, neat, dainty, and "small as a dime." 10-K yellow gold filled cases with perfectly matched link bracelets. 17-Jewel movements. In gift box **Postpaid.**

$39.75

| Embossed Octagon Style | Plain Oval Style (in Box) |
|---|---|
| 4V561 | 4V562 |
| $39.75 | $39.75 |

Cash or Easy Payments, $4 down, $5 monthly

## "Lady Bulova" Models — With or Without Diamonds

A beautiful engraved case with four genuine diamonds and matching link bracelet—or semi-plain case with black silk cord bracelet. Cases are 10-K yellow gold filled—17-Jewel movements. Each in gift box. **Postpaid.**

| Engraved Case—with Four Diamonds | | Semi-plain Case—without Diamonds | |
|---|---|---|---|
| 4V559—Cash or Easy Payments | $49.50 | 4V560—Cash or Easy Payments | $29.75 |
| $5 down, $5 monthly | | $3 down, $5 monthly | |

## Bulovas. . .Newest for Men

You can't beat these 17-Jewel Bulovas for looks or quality! They have everything a man prizes in a watch—accuracy, appearance, ruggedness, and comfort. The "Banker" has a 10-K yellow rolled gold plate case with tan pigskin strap. The "Minute Man" (shown in box) has a 10-K yellow gold filled case with matching chain band. Note the **new** black dial! Each in gift box. **Postpaid.**

$37.50 Minute Man

| | |
|---|---|
| "Minute Man"—4V1170 | $37.50 |
| Cash or Easy Payments, $4 down, $5 monthly | |
| "Banker"—4V1168 | $24.75 |
| Cash or Easy Pay't, $3 down, $4 mo. | |

## Ingersoll
SMART THIN MODEL

**For Men and Boys**

You save nearly 20 per cent! Attractive dials; unbreakable crystals; luminous hands tell time in the dark. Engraving and designs of the chromium plated cases may vary slightly. Gift box. Shpg. wt., 8 oz.

Link Bracelet ..... $2.98
4 V 1653

~~$3.98~~ Value

Black Leather Strap ..... 2.98
4 V 1654

## It's Yellow Gold! It's New!

**Made to Sell for $5—Our Price, $3.45**

A guaranteed watch that any member of the family will take pride in wearing. It looks far more expensive than its price tag indicates; that's because it is a New Haven and was originally made to sell for $5. You save over $1.50, and what a watch you get! 10-K yellow rolled gold plated case with perspiration-proof back. Convenient new second hand position—for boys, girls, men, women, nurses, teachers, etc. Smart two-tone etched dial. Tan pigskin strap.

4 V 1574—In gift box. Shpg. wt., 8 oz.... $3.45

## Men—Boys Save!

**Real Values!**

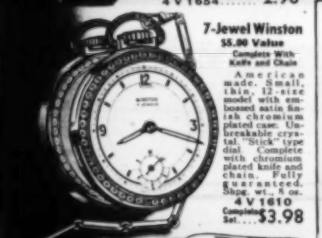
Regular $5.95 and $9.95 watches. 7-Jewel American Made. Chromium Cases have perspiration proof backs. Matching link bracelets. Gift box.

**18-K. Yellow Rolled Gold Plated Case**

4 V 808—Shpg. wt., 1 oz. $6.95

**Chromium Plated Case**

4 V 812—Shpg. wt., 9 oz. $3.98



## 7-Jewel Winston

**$5.00 Value**

**Complete With Knife and Chain**

American made. Small, thin, 12-size model with embossed satin finish chromium plated case. Unbreakable crystal. "Stick" type dial. Complete with chromium plated knife and chain. Fully guaranteed. Shpg. wt., 8 oz.

4 V 1610
Complete Set.... $3.98

## Popular Thin Model

**Our Former Price $4.95**

Popular pocket watch. American made Standard model, attractive in appearance and dependable in operation. Good looking nickel chromium plated beautifully engraved cases. The 7-Jewel movement is fully guaranteed. Low crown and pull-out stem set. In gift box.

4 V 1333
Shpg. wt., 1 oz. $4.98

## New Haven

**Usual $3.50 Value**

Thin 7-Jewel model. Extra thin, small 12-size model. Two hard jewels are placed at friction points where most wear occurs. Unbreakable crystal. Easy-to-read silver color dial. The engraved chromium plated case gleams like white gold. In gift box.

4 V 1530
Shpg. wt., 1 oz. $2.98

# A SEARS WATCH OR CLOCK—

## BEAUTIFUL INGRAHAM MANTEL CLOCK

Sells Elsewhere for ~~$12.50~~

**$8.95**

**Figured, Carved Mahogany Case**

***8-Day Movement Strikes Hours and Half-Hours on Double Tone Chimes***

A beautiful striking clock will add the finishing touch on mantel, radio top, or other prominent position in the home. This is a clock you would be proud to give or receive. Ingraham 8-day pendulum movement—wind it just once a week! Strikes hours on two-chime rods—half hours on single chime rod. Selected figured mahogany case in semi-plain but attractive design. 7-inch dial with raised numerals and pierced hands with yellow gold plated sash surrounding. Size, 10x7¾x4½ inches. This same quality usually sells for much more! Shipping wt., 10 lbs. 8 oz.

*A Gift for the Entire Family*

4 V 8617..... $8.95

## "NATIONAL" TIME

**Sears Own Kitchen and Wall Clock Models**

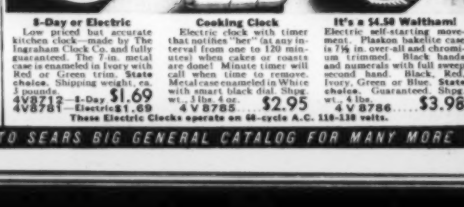
***Usual $3.00 Values!***

These are our own famous "National Time" clocks—made for and sold exclusively by Sears. Electric or 8-day Ingraham movement at the same low price. Die-cast metal case is 7½ inches square, and enameled in Ivory, Green or Red. **State choice wanted.** Black hands and numerals covered by a convex glass.

Electric clock operates on 50 or 60-cycle (state cycle) 110 to 130 volts alternating current.

**8-Day Model in Box**
4 V 8718—Shpg. wt., 3 lbs.... $1.98

**Electric Model in Box**
4 V 8787—Shpg. wt., 3 lbs.... $1.98



**8-Day or Electric**

Low priced but accurate kitchen clock—made by The Ingraham Clock Co. and fully guaranteed. The 7-in. metal case is enameled in Ivory with Red or Green trim. **State choice.** Shipping weight, ea. 3 pounds.

4V8712—8-Day $1.69
4V8781—Electric $1.69

**Cooking Clock**

Electric clock with timer that notifies "her" (at any interval from one to 120 minutes) when cakes or roasts are done! Minute timer will call when time to remove. Metal case enameled in White with smart black dial. Shpg. wt., 3 lbs. 4 oz.

4 V 8785.... $2.95

**It's a $4.50 Waltham!**

Electric self-starting movement. Plaskon bakelite case is 7⅛ in. over-all and chromium trimmed. Black hands and numerals with full sweep second hand. Black, Red, Ivory, Green or Blue. **State choice.** Guaranteed. Shpg. wt., 4 lbs.

4 V 8786.... $3.98

**These Electric Clocks operate on 60-cycle A.C. 110-130 volts.**

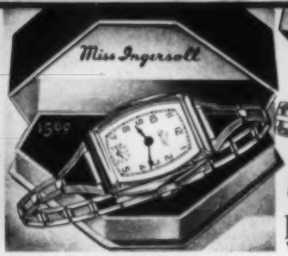
## For "Her" Christmas

**American Watches** $3.98

Gleaming chromium or 10K yellow rolled gold plate cases with tarnish-proof steel backs. 7-Jewel movements, matching link bracelets. Guaranteed. Shpg. wt., ea., 9 oz.

Chromium

4V 236—Yellow Gold. $6.95
4V 237—Chromium. $3.98




## The Famous "Miss Ingersoll"

**Chromium Case and Matching Bracelet** $3.69

The famous "Miss Ingersoll," a fine Christmas present for any woman or girl, and only $1.50 under the regular price. "Miss Ingersoll" has a guaranteed American movement and is made to sell for $5.00. It's unusually smart, and one of America's most famous popular-priced watches. Small and up-to-date. Lovely chromium plated case and matching link bracelet. Unbreakable crystal. Gift box.

4V 1675—Shpg. wt., ea., 8 oz. $3.69

## INGRAHAM WRIST-FIT

**Very Smartly Styled** $3.00 Value $2.29

Here is a watch with a "curved to fit the wrist" case that is strongly built and a carefully timed and serviceable movement. The chromium plated case, resembling white gold has an unbreakable crystal. A good watch for men or women. In box. Designs may vary slightly. Shipping weight, each, 8 ounces.

4V1756—Link Band $2.29
4V1757—Leather Strap.. $2.29

# MAKES A PRACTICAL GIFT

## INGRAHAM 8 DAY ALARM!

**"The Victory" Model**

*Plain or Luminous Dial With Pedestal Base*

$1.79 Plain Dial

A dependable clock that will give reliable service for years. Ingraham 8-day movement,—it will only need one winding a week. Round black enameled metal case with nickel plated base and bezel. Either plain or luminous (shows time in the dark) dial. Large conventional numerals are easy to read. Enclosed bell alarm with shut-off button on top of case—no groping around in the dark. Size, 6 inches high. Fully guaranteed. Shipping weight, each, 2 lbs. 8 oz.

4V 8551—Plain Dial $1.79
4V 8552—Luminous Dial $2.49

## New Alarm Clocks!

**Save Nearly One-Third**

Beveled edge glass clocks—modern designs with cheery alarms—lovely and dependable.

**One-Day Alarm**

New Haven movement mounted in blue mirror glass 4½ in. high with 2⅜-in. dial, black hands and numerals. Very ornamental in any room!

4V 8564—Shipping weight, 2 pounds $3.95

**Electric Alarm**

Electric movement mounted in silver color glass 5½ in. by 5½ in. square. Blue center circle and blue numerals—red sweep second hand.

4V 8580—Shipping weight, 4 pounds $3.95

**NOTE:** Electric clocks operate on 60-cycle alternating current 110-130 volts.

**"Night Light" Dial**

Electric alarm clock with buzzer alarm. Small light behind dial for telling time in dark consumes almost no current, can be turned off or on. Plaskon bakelite case with yellow gold color rim, top, and foot ornaments. Made by Hammond—5½ in. high. Shpg. wt., ea., 2 lbs. 8 oz.

4V 8581—Ivory color $2.98
4V 8582—Black $2.98

**Ingraham Electric**

An alarm clock with ivory enameled case and yellow gold color rim and top shut-off button. Two-tone cream and silver color dial with black hands and numerals. Full-sweep second hand. 6 in. high. Concealed bell alarm. Shipping weight, 3 pounds

4V 8579 $1.98

**Self Starting Electric**

$10.00 value. Strikes hours and half hours on beautifully toned bell. Yellow gold plated sash, full sweep second hand. Walnut cabinet with radio-like grille in front. Hand-rubbed lacquer finish. 9½ in. high, 6 in. wide, 4½-in. dial. Shpg. wt., 4 lbs. 8 oz.

4V 8691 $7.95

## Ingersoll Junior

**$2.00 Value**

This is the famous $2.00 "Junior," a sturdy Ingersoll in a thin, small, 12-size embossed chromium plated case. Dependable movement. Two-tone silver color dial is covered by an unbreakable crystal. Black hands and numerals. Guaranteed. Shipping weight, 8 ounces.

4V1650 $1.79

## Initial Engraved Free!

A $1.25 value Ingraham watch made to stand up under hard use. Any initial hand engraved on back of watch **FREE!** Embossed nickel plated case. Unbreakable crystal. "Gilt track" dial. **Print initial.** Shpg. wt., 8 oz.

4V 1748 $1.00

## Regular $1 Ingraham

One winding every 30 hours is enough for this reliable American movement. Assorted dials, with matching numerals and hands. Nickel plated case, durable enough for any man or boy. Shipping weight, 8 oz.

4V 1700 87c

## Ingraham's "Vogue" Model

Embossed nickel plated case with decorative front and back, with braided leather chain 9¾ in. long. Movement runs 30 hours on a single winding. Unbreakable crystal. Shipping weight, 8 ounces.

**Complete**

4V1742 $1.19

## SAVE ⅓ OR MORE!

**GENUINE BLUE WHITE DIAMONDS**

Although Diamond prices are advancing steadily, Sears offer you a substantial saving—33⅓ per cent or more. 14-K white gold or 14-K natural gold with white gold setting. (A) is a beautiful one-diamond ring. (B) has the added beauty of two sparkling side diamonds. Weights given are for center diamond. *Sizes, 5 to 8. State size and color of gold.* Shipping weight, each, 6 ounces.

| (A) 4 V 3461 | $8.95 | (B) 4 V 3462 | $10.95 |
|---|---|---|---|
| 3/64 Carat | | 3/64 Carat | |
| 1/16 Carat | 10.95 | 1/16 Carat | 12.95 |
| 3/32 Carat | 14.95 | 3/32 Carat | 16.95 |
| 1/8 Carat | 21.95 | 1/8 Carat | 24.95 |
| 3/16 Carat | 29.95 | 3/16 Carat | 31.95 |
| 1/4 Carat | 39.95 | 1/4 Carat | 41.95 |

## BRIDAL SETS IN GIFT BOXES

### Matching Wedding and Engagement Rings

Either ring in 14-K white gold or 14-K natural gold with white gold setting. *Sizes, 5 to 8. State catalog number, ring size, size of diamond and color of gold.* Shipping weight, each, 5 ounces.

A beautifully designed ring with a sparkling diamond and engraved wedding ring to match.

**4 V 3463—Complete Set**

| | |
|---|---|
| 1/16 Carat | $13.95 |
| 1/8 Carat | 23.95 |
| 3/16 Carat | 33.95 |
| 1/4 Carat | 49.95 |
| **4 V 3464—Engagement Ring Only** | |
| 1/16 Carat | $10.95 |
| 1/8 Carat | 20.95 |
| 3/16 Carat | 30.95 |
| 1/4 Carat | 46.95 |
| **Wedding Ring Only** | |
| 4 V 3168 | $3.45 |

Two glittering side diamonds on the engagement ring and five diamonds in matching wedding ring.

**4 V 3359—Complete Set**

| | |
|---|---|
| 1/16 Carat | $22.95 |
| 1/8 Carat | 32.95 |
| 3/16 Carat | 42.95 |
| 1/4 Carat | 57.95 |
| **4 V 3365—Engagement Ring Only** | |
| 1/16 Carat | $14.95 |
| 1/8 Carat | 24.95 |
| 3/16 Carat | 34.95 |
| 1/4 Carat | 49.95 |
| **Wedding Ring Only** | |
| 4 V 3209 | $8.95 |

### Two Diamond Specials

The basket style setting of this ring makes its diamond appear much larger. The 14-K white or natural gold ring is attractively designed. *Sizes, 3 to 8. State ring size, diamond size and color of gold.* Shipping weight, 4 ounces.

| 4 V 3467 | $6.95 |
|---|---|
| 1/64 Carat | 7.95 |
| 1/32 Carat | 8.95 |
| 3/64 Carat | 10.95 |
| 1/16 Carat | |

An unusual value in smaller diamonds—genuine regular cut sparkling diamonds. Rings are modern in design and construction, choice of 14-K white or natural color gold. *Sizes, 5 to 8. State size and color.* Shipping weight, 4 ounces.

| 4 V 3465 | 4 V 3466 |
|---|---|
| 2/100 Ct. | 3/100 Ct. |
| $4.95 | $5.95 |

## BEAUTIFULLY HAND ENGRAVED

### Channel Set

New style wedding ring. Diamonds sparkle happily from their channel setting. 14-K white or 14-K natural gold. Brilliant regular cut diamonds set edge to edge.

| 5 diamonds 4 V 3246 | $9.45 |
|---|---|
| 7 diamonds 4 V 3247 | 12.45 |
| 10 diamonds 4 V 3248 | 16.95 |

*Sizes, 5 to 8. State size and color of gold. Shipping weight, each, 4 ounces.*

### Three Diamonds

Smartly styled wedding ring with three genuine diamonds set in solid gold. Choice of white or natural gold in either 10-K or 14-K quality. Attractively designed, copied from a much more expensive model.

| 10-K Gold 4 V 3178 | $4.95 |
|---|---|
| 14-K Gold 4 V 3179 | 5.95 |

### Flower Baguette

Attractively hand engraved wedding bands in your choice of 10-K or 14-K white or natural gold or 18-K white gold. The designing is of the newest.

| 10-K Gold 4 V 3070 | $1.85 |
|---|---|
| 14-K Gold 4 V 3071 | 2.79 |
| 18-K White Gold 4 V 3072 | 3.79 |

### Men's Initial Ring $4.98

A ring any man will be proud of, for it's stout and strong. 10-K natural gold. Genuine black onyx stone with raised gold plated initial. *Sizes, 4 to 12. State size and initial.* Shpg. wt., 4 oz.

4 V 4781 $4.98

### Women's Birthstones

Here's an interesting custom. Wear your birthstone for good luck, good looks, or both. 10-K natural gold, modern simulated birthstone. Sizes 5 to 8.

4V5062 $2.98

### Misses' Birthstones

For the little girl—her own birthstone in a pretty ring she'll love. 10-K natural gold ring set with beautifully cut simulated birthstone. Sizes 4 to 7.

4V5063 $1.98

### Signet Ring

10-K natural gold, with any initial hand-engraved. An ideal gift for the little miss or boy. *Sizes 4 to 7. State initial wanted.*

4 V 5125 $1.98

### Men's Stone Ring

A most attractive ring for a man who appreciates beauty. 10-K solid natural gold. Choice of genuine garnet, amethyst, topaz, or synthetic ruby. Sizes 4 to 12.

4 V 4821 $4.98

*State size, month and stone where wanted. Shipping weight, each, 4 ounces.*

### Photo-Signet Ring

A new gift idea! Closed, it's a handsome signet ring with two hand-engraved initials. But under the hinged top is a place for two snapshots of those you hold dear. Both men and women like this larger size ring. White Monel metal (looks like platinum) with gold colored top or Sterling silver with genuine gold plated top. *Sizes 4 to 12. State size and initials wanted.* Shipping weight, 4 ounces.

| Monel metal 4 V 4965 | $1.29 |
|---|---|
| Sterling silver 4 V 4505 | $1.98 |

### $1.00 Beautiful Silver Plated Compact

**Hand Engraved Monogram**

A beautiful double compact, and a thrilling present for any woman! Any two initials hand engraved on the cover, adding a personal touch and positively identifying the compact as her property. Genuine silver plated exterior with gold color metal trim. Inside is finished in gold color. Comes with cream rouge and compartment for the loose powder of her own choice. Size, 2⅛x2½ inches. *State initials wanted.*

4 V 4643—Shipping weight, 5 ounces $1.00

# SAY "*Merry Christmas*" THE PRACTICAL WAY

## Big Savings in Finer Quality Dresser Sets

*A Regular $7.50 Value*

Elgin American's famous Geraldine dresser set. Beveled glass mirror, pure white bristled brush, and comb. Beautifully enameled in black, green, or ivory, gold color trim or in dull yellow gold color El Bronz. A beautiful solid metal that retains its beauty! **State color.** In lovely gift box.

**4 V 4201**—Shpg. wt., 2 lbs. 14 oz. **$3.95**

*$10.00 to $15.00 Values*

Beautifully designed and decorated brush, comb and mirror sets. Many are hand engraved on yellow gold color metal, some genuine silverplated, others beautifully enameled. A special quantity purchase of assorted lovely designs makes this outstanding offer possible. Rayon satin lined gift box.

**4 V 4203**—Shpg. wt., 3 lbs. **$5.98**

## He-Man's Military Set

**$3.98** Attractive black and gold color combination. Lustrous black enamel on gold color El Bronz (a solid metal—no plating to wear off). Brushes with pure stiff bristles. Sturdy comb. Raised shields on brushes with two initials hand engraved. Made by Elgin American. In gift box. **Print initials.** Shipping weight, 1 pound 12 ounces.

**4 V 5611**..... **$3.98**

### Three-Piece Men's Set

**Belt Buckle, Tie Chain, Collar Bar**

An ideal gift for any man or boy. White silver color metal deluxe plated. Any two or three initials on buckle and tie chain. **Print initials.** Shipping weight, 6 ounces.

**4 V 5447**—3-Piece Set **$1.00**

Black bridle cowhide belt to fit buckle. Sizes, 30 to 44. **State size.**

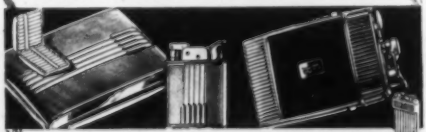
**4 V 5448**—Shpg. wt., 6 oz. **50c**

### Four-Piece Initialed Set

**Belt, Buckle, Tie Chain, Collar Bar**

Silvert plated "Glass Grip" buckle and tie chain with gold color initials; collar holder and black bridle cowhide belt. Any two or three initials on buckle and one on tie chain. Genuine bakelite gift box, useful to hold cigarettes or jewelry. Belt sizes, 30 to 44. **State size and print initials.** Shpg. wt., 11 oz.

**4 V 5446**—Complete. **$1.95**



### Famous Evans Lighter and Case

**$1.98** Pocket lighter and cigarette case in charming natural gold color. Attractive modern design. Case is 4x3 in., holds 20 cigarettes. Lighter is about 1⅞ by 1⅝ in.

**4 V 5614**—Complete Set. Shipping weight, 14 ounces..... **$1.98**

**4 V 5615**—Cigarette Case Only. Shipping weight, 8 ounces..... **98c**

**4 V 5616**—Lighter Only. Shipping weight, 5 ounces..... **$1.19**

### Evans Combination

**$3.69** Case and lighter in one. Gold color metal, black enamel trim. 2 initials hand engraved. 2½x4⅜ in. 14 cigarettes. Hand engraved initials. **Print initials.**

**4V5612**—Shpg. wt., 12 oz. **$3.69**

As above, but with white chromium plate, black enamel.

**4V5613**—Shpg. wt., 12 oz. **$2.69**

# *Special*—SAVE 1/3

## French Cloisonne Dresser Sets

*A Regular $15.00 Value*

**Beautiful New Diana Pattern**

The dainty cloisonne decoration on the smart glossy black background gives this set its gloriously distinctive "imported" look! It's a sumptuous gift—one that's meant to be treasured for years! It has feminine allure, richness, beauty, and artistic design. Yet at Sears you actually pay 1/3 less than the usual price! Made by the Elgin American Co., nationally known makers of quality jewelry. An exquisite French pattern on lustrous black enamel trimmed with gleaming gold color El Bronz metal. Bevelled glass mirror, pure white bristle brush, decorated and enameled glass powder jar with cloisonne trimmed metal top, and enamel trimmed comb. In beautifully lined gift box. You save $5.00. Shipping weight, 6 pounds 4 ounces.

**$9.95**

**4 V 4202**—Four-Piece Set..... **$9.95**

# *Celebrated*

## Diamond Medal VAC'-FIL Pens

WAS ~~$3.95~~ NOW **$2.98** Women's Size

Look at this value! We've cut our regular $4.95 and $3.95 fountain pens to $3.98 and $2.98. Save almost a dollar! Vac-Fil diaphragm filler—more capacity, scratch-proof gold and platinum 2-way point, gold-plated clip, breather tube prevents leaking, flooding, or blotting. Name engraved free. Medium or fine point. Choice of Golden Pearl, Silver Pearl, or Emerald Pearl effect unbreakable barrel. **State choice of color and point. Print name.** Shpg. wt., 6 oz.

**For Women and Girls**

Slender model.

**4 V 5745**. **$2.98**

**For Men**

Medium girth and extra long barrel

**4V5744**

**$3.98**

*A Practical Gift*

## Pen and Pencil Set

Beautiful Diamond Medal Vac-Fil pen with matching pencil in an attractive gift box! There's a Christmas gift that will give both pleasure and service! The whole set is built like jewelry in finish, style, and workmanship. Yet pen and pencil aren't mere ornaments, but everyday necessities. And this special clearance price makes them real bargains. Reduced from $6.33 and $5.33—you save $1.35. First time this famous brand has ever been sold at reduced prices. Owner's name engraved free on both pencil and pen. Fine or medium point. Colors as listed for pens above. **State choice of color and point. Print name.** Shpg. wt., ea., 7 oz.

**For Men** **4 V 8747**... **$4.98**

**For Women** **4 V 5748**... **$3.98**

INITIALED ALL WOOD CHEST

Free

## REINFORCED SILVERPLATE

*Famous Cambridge*

**47-PIECE SET** SERVICE FOR EIGHT **$9.95**

In Strong All Wood Anti-Tarnish Gift Chest

*$15.00 VALUE—Guaranteed 15 Years*

For the heartiest "Merry Christmas," select a gift of silverplate! Richly styled and long-wearing, this very new "Juliet" (satin finish) pattern is beautifully packed in a solid wood chest with handsome cover initialed free. Every piece is well balanced, plated with pure silver, and **reinforced with extra silverplating** at points of greatest wear. Each set carries the International Silver Co., 15-year guarantee. Popular (and usually more expensive) hollow handle knives with stainless steel blades. Engraved as illustrated at 5c per letter extra. **Print initial if wanted, also initials wanted** on chest.

**47-Piece Set—Service for 8—In All Wood Chest**

| | | |
|---|---|---|
| 8 Hollow Handle Knives | 8 Dessert Spoons | 1 Butter Knife |
| 8 Dinner Forks | 8 Salad Forks | 1 Cold Meat Fork |
| 8 Teaspoons | 3 Serving Spoons | 1 Gravy Ladle |
| | 1 Sugar Spoon | |

**4 V 6750**—Shipping weight, 7 pounds . . **$9.95**

**For 26 and 34-Piece Sets, See Sears Fall General Catalog**

## WM. ROGERS *Overland*

**70-PIECE SET** COMPLETE SERVICE for EIGHT Without Chest **$14.95** Solid Handle Knives

*LIFETIME GUARANTEE*

A gift you can buy **only at Sears!** Individual beauty, splendid workmanship and low price, one of our finest Four Star Specials! Reinforced with extra overlaid plating of pure silver at points of greatest wear! Stainless steel blades. Engraved with script initials for 5c per letter extra. **Print initial wanted.** Shipping weight, 7 lbs. 3 oz.

**70 Piece Set—Service for 8—Without Gift Chest**

| | | |
|---|---|---|
| 8 Dinner Knives | 16 Teaspoons | 1 Butter Knife |
| 8 Dinner Forks | 8 Dessert Spoons | 1 Cold Meat Fork |
| 8 Salad Forks | 8 Iced Tea Spoons | 1 Sugar Spoon |
| 8 Butter Spreaders | 2 Serving Spoons | 1 Gravy Ladle |

**4 V 7293**—Solid Handle Knives . . . . . **$14.95**
**4 V 7285**—Hollow Handle Knives . . . . . **$12.95**
**Velvet Lined Anti-Tarnish Chest for Above Sets**
**4 V 7299**—Shipping weight, 4 pounds . . . . . **$2.25**
**See Sears General Catalog for 38-Piece Set**

## Wm. Rogers ★ SILVERPLATE

The Popular Fascination Pattern

Gift Chest Solid Walnut Anti-Tarnish

Unconditionally Guaranteed for Life

**82-PIECE SET** SERVICE for EIGHT **$27.95** Solid Handle Knives

In Solid Walnut Anti-Tarnish Gift Chest

*A GOOD $39.50 VALUE*

**For Easy Payment Terms See Page 5**

Someone you know should have a gift of silver this Christmas! And you could hardly make a better choice than this fascinating "Fascination" pattern! It was created exclusively for Sears by the famous International Silver Co., and has already become one of the most popular designs we have ever sold! A complete service for eight—including **7 Serving Pieces**, which comes in a beautiful "piano" finish solid walnut decorated chest lined with anti-tarnish velveteen and rayon satin—the perfect setting for your gift! Knives have stainless steel blades. Each set carries the International Silver Company's guarantee of unqualified satisfaction, which is as good as gold in assuring you that the set you purchase, whether for yourself or as a gift, will give you the satisfaction you expect. This gracious, dignified, heavily plated tableware is especially well suited to engraving. See our General Catalog for styles. Engraved as illustrated at 5c per letter extra. **Print initial.** Set consists of the following pieces:

| | | |
|---|---|---|
| 8 Knives | 8 Oyster Forks | 8 Serving Forks |
| 8 Dessert Spoons | 16 Teaspoons | 8 Butter Spreaders |
| 8 Ice Tea Spoons | 8 Forks | 2 Tablespoons |

The following serving pieces are also included:

Butter Knife, Round Pierced Server, Gravy Ladle, Cold Meat Fork, Sugar Shell, Berry Spoon and Jelly Server. Shipping weight, 11 pounds.

**REINFORCED** Points of greatest wear are heavily reinforced by extra platings of pure silver.

**82-Piece Set—Complete Service for 8—In Anti-Tarnish Chests**

**4 V 6492**—With Solid Handle Stainless Steel Blade Knives. Complete . . . . . **$27.95**

**4 V 6495**—With Hollow Handle Stainless Steel Blade Knives. Complete . . . . . **$32.50**

**4 V 6496**—Same in Viande (Short Blade) Knives and Forks . . . . . **$32.50**

**See Sears Fall General Catalog for 34, 39 and 55-Piece Sets.**

OPEN STOCK PIECES

**CHILDREN'S SILVER SETS ARE LASTING GIFTS!**

**5-Piece Child's Set.** Includes genuine I. R. Rogers silverplated cup, goldplated inside, silverplated knife 7⅛ in. long, fork, spoon, and napkin ring in proportion and bank with key. In gift box. Shipping weight, 1 lb. 4 oz.
**4 V 8434** . . . . . **$1.89**

**4-Piece Baby's Set.** Height finish silverplate. Fork and spoon 4⅝ in. long, cup and napkin ring in proportion. In gift box. (Not illustrated.)
**4 V 8435**—Shipping weight, 9 ounces . . . . . **59c**

**2-Piece Sterling Silver Set.** Made of genuine sterling silver. A to Z alphabet design on handles. Spoon and blunt prong fork, 3½ inches long. In gift box. Shipping weight, 4 ounces.
**4 V 8431** . . . . . **$1.98**

# Aromatic RED CEDAR Chests WITH STATIONERY

## A Treasured Gift

### Sears Own Creation! Red Cedar With a Modern Touch! $1.69

Glorious natural charm of red cedar is strikingly combined with modern design! Rounded corners are covered with smooth brass-plated metal—with black enamel stripes. Graceful curved-corner pillow-effect top. Decorative side handles. Size, 10⅝x8⅝x4¾ in. Lock and key. Contains 24 sheets cellophane wrapped linen finish white paper, size, 6⅞x5⅝ in., and 24 envelopes, size, 5⅛x3⅛ in.

**3 V 3189**—Shipping weight, 2 pounds 4 ounces ..... **$1.69**

### New!—Streamlined! Fragrant—Beautiful—Useful!

Red Cedar—a traditional gift—now with a NEW charm in this streamlined design! Lock corner construction. High gloss finish. Particularly useful as a sewing box since it has a built-in wooden tray for holding spools of thread. Lock and key. Size, 12¼x6⅝x6¼ in. 24 folded sheets 6⅝x5⅜ in.—24 genuine self-seal envelopes. Linen finish white paper. Envelopes stick without licking.

**3 V 3170**—Shpg. wt., 3 lbs. ..... **$1.39**

Self-Seal Envelopes

### Genuine Red Cedar Colored Picture on Cover $.95c

Priced for economy—but still it's genuine red cedar pleasingly fragrant—and with "**Ann Hathaway's Cottage**" reproduced on the cover in full color! Modernistic wood handles complete the decorative scheme. Comes with lock and key. Has a variety of uses ... especially handy for gloves, handkerchiefs, or trinkets. Chest size, 10⅛x6¼x3⅜ inches. Contains 24 flat sheets of linen finish white paper, size, 5¼x9¼ inches, and 24 envelopes to match.

**2 V 3171**—Shpg. wt., 2 lbs. 6 oz. ..... **.95c**

### Sears Special

Hinged cover box, containing popular folded sheets, size, 8x4⅞ inches, and envelopes to match. Vellum finish white paper. Box size, 10⅝x8½x1⅝ in. Shipping weight, approx. 1 lb. 4 oz.

**3 V 3172**—
36 sheets and 36 plain envelopes ..... **39c**

**3 V 3162**—24 sheets and 24 envelopes with **blue** tissue lining ..... **39c**

### Stylish Drawer Box

Two-tone light brown box is made to last—can be used after stationery is gone. Box size, 8⅞x5½x5⅛ in. Contains 48 folded sheets white linen finish paper, size, 8x4⅞ in. and 48 envelopes to match. Brilliant gift idea that will be long remembered. Shpg. wt., 5 lbs. 3 oz. ..... **79c**

**3 V 3174**

### Upright Cabinet

Makes an out-of-the-ordinary gift! Smart hinged cover box in attractive red color. Size, 7⅛x6¼x5⅛ inches. Contains 48 folded sheets, size, 6⅛x5⅛ inches and 48 envelopes to match. In linen finish white paper. Shipping weight, 1 lb. 8 oz.

**3 V 3173**.... **.59c**

## THERE'S FUN AND THRILLS GALORE IN AMATEUR PHOTOGRAPHY

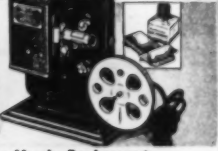
### 54-Piece Developing Set

*$8.50 Value* **$6.39**

Here's a great chance to join the host of enthusiasts in this most popular of today's hobbies! This complete set contains everything needed to develop and print your own pictures—enables you to get the full enjoyment from your camera! Simple, easy-to-learn magic that's fascinating and instructive, and that saves money, besides! Highest quality ingredients and materials compose this De Luxe Professional type set. Easily set up in closet or basement corner. Instruction book included. Shpg. weight, 11 lbs. 8 oz.

**3V6857** **$6.39**

SEE PAGE 3 FOR EASY TERMS



### Midget Marvel Candid Camera *Fast f 4.5 Lens* $19.95

Automatic film. Counter—36 pictures to roll. Takes pictures 1x1⅝ in. which make excellent enlargements. Uses standard 36-exposure 35-mm. film. Has Automatic film counting device. Fast f 4.5 lens with Vario shutter speeds from 1/25 to 1/100 second. Time and bulb. Made in Germany. Shpg. wt., 1 lb. 10 oz.

**3 V 6134** ..... **$19.95**

**3 V 6135**—Similar to above but with super speed f 2.9 lens and Prontor shutter with speeds from 1 sec. to 1/150 sec. Time and bulb. Shpg. wt., 1 lb. 10 oz. **$32.25**

### Economical Home Movie Equipment

**Model 20 Eastman 8 mm. Camera** **Model 20** **$31.98**

50-ft. 8-mm. film equals 100 ft. 16-mm. Takes black and white and colored pictures without extra equipment. Anastigmat f 3.5 lens. Black pinseal covering, exposure guide, eye level finder, footage indicator. 4⅝x5⅜x11⅛ in.

**3 V 6478**—**$34.59 Value.** Shpg. wt., 3 lbs. 4 oz. **$31.98**

**Model 25.** As above but with f 2.7 lens, 60% faster.

**3 V 6480**—**Regularly $45.00** ..... **$39.98**

### Eastman Kodascope Projectors

With 200-foot reel extension cord and splicing outfit. Model 20 shows picture about 22x30 in., 14 feet. Operates on 60-cycle A.C. only. Model 50 shows clearer image and larger picture. Operates on A.C. or D.C. 110-volt current. Has forced draft ventilation. Shpg. wt., 8 lbs. 6 oz.

**Model 20**—Complete with 32 C.P. 6 to 8-volt lamp.

**3 V 6479**—**$23.40**

**Model 50**—Complete with 300-watt lamp.

**3V6481**—**$36.95**

# YEAR 'ROUND MUSIC VALUES FOR CHRISTMAS GIVING

## SUPERTONE Guitars

Gather 'round for a tune and some old time singing to the accompaniment of this fine Supertone Guitar! Play it and you'll be the center of things at Christmas and all the year. Birch body, curly maple grain shaded effect on front; white striping around top edge; walnut finish side and back. Size, 13¼x15½ in. Violin style sound holes. Ebony finish g..ard plate, ebonized fingerboard, ornamental position designs, nickeled tailpiece, pearl patent heads. Pick, instruction book and Certificate for 12 Lessons at $1.00, included.

**12 V 217**—Shipping weight, 8 pounds ..... **$3.98**

**12 V 2117**—With canvas case. Shpg. wt., 9 lbs... **$5.49**

### Three-Quarter Size for Women and Youths

Same as above but smaller neck and body (11½x32 in.).

**12 V 218**—Shipping weight, 8 lbs. ..... **$3.98**

**12 V 2218**—With canvas case. Shpg. wt., 9 lbs. **$5.49**

## Arched Top and Back!...Professional Style

Grand concert size (14⅝x38½ in.) Large size means greater volume, better resonance and improved tone; full-arched construction insures full rounded tone and exceptionally fine appearance . . . usually found only in guitars at much higher prices! Birch body with sunburst design; shaded mahogany finish; white celluloid around top edge and soundhole. Ebonized fingerboard with 14 frets clear of the body; suspended celluloid guard plate with bracket; nickeled tailpiece. Pick, instruction book and Certificate for 12 Lessons for $1.00 included. Shipping weight, 9 pounds. **$5.89**

**12 V 222**

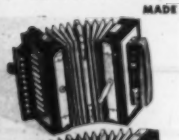
**12 V 2222**—With canvas case. Shipping weight, 11 pounds ..... **$7.69**

### Play the Hawaiian Steel Way!

**12 V 4432**—Outfit (shown at left) changes any guitar from Regular to Hawaiian style. Includes steel bar, 3 finger and 1 thumb pick, adjustable nut and instruction book. Shipping weight, 6 ounces ..... **21c**

# *Beaver* Brand Accordions

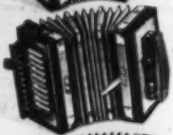
MADE IN GERMANY



**German Style**

With two stops, 10 treble keys, 2 bass keys; two sets of bronze reeds. 5½x10¼ in. Nickel plated clasps and trimmings. Instruction book included. Shipping weight, 6 pounds.

**12 V 602 . $3.45**



**12 V 603**—Similar to above but with three sets of bronze reeds. Size, 6x11¼ in. 10 treble keys, two basses, three stops. Shipping weight, 8 pounds ..... **$4.95**

**12 V 604**—Same as above but with 4 sets treble reeds and 4 stops ..... **$5.75**

**Vienna Style**

Has 10 treble keys, 4 basses, two sets bronze reeds. Mahogany finished frame and keyboard. Size, 5½x10¼ in. Open key action; glass buttons; air valve. Shipping weight, 7 pounds.

**12 V 608 . $4.89**

**12 V 609**—Same as above but with 21 treble keys, 8 basses. Four sets of reeds. Size, 5½x10¼ inches. Shipping weight, 9 pounds ..... **$8.65**

**Full Concert Supertone Harmonica Made in Germany**

Easy to play because of exclusive Sears design rounded metal partitions to soundholes and wind saving valves. 4⅜ in. long, 10 holes, 40 reeds, chrome plated covers, brass plates. Keys, A, C, D or G. **State key.** Shipping weight, 6 ounces.

**12 V 5185 . .69c**

# Introducing *Silvertone* Piano Accordions

## Full Range of Sizes . . . Every One Low Priced!

**120 BASS**

**$87.50** Cash

Silvertone . . . A new name in piano accordions backed by Sears pledge to bring you better instruments at greater savings. Even here, where **extra value** is traditional, you would hardly expect such bargains as these . . . prices we believe to be the **lowest ever offered** for similar quality!

Check these features first! full range of models from 8 to 120 basses; 5-ply wood frames covered with pearl effect celluloid; white treble keys, celluloid covered; sharps and flats black with white stripes, 3-ply wood keyboard; chromium plated grille, recessed style bass keyboard, good quality steel reeds; 80 and 120 bass models have press coupler with indicator and aluminum treble valve panel.

**48 BASS**

**$39.95** Cash

**New**, compare prices with similar quality offered elsewhere. But don't take our word for it. Try a Silvertone yourself. Play it at home, compare it with others. Give it every test for 15 or 30 days. Then if you are not satisfied, return it to us and we'll refund your money, including transportation charges! We know you'll be more than satisfied. Made in Germany. Shoulder straps, instruction book included, also Certificate for 12 Lessons at $1.00 with all except No. 12 V 670. Gray or Black pearl effect celluloid covered. **State color.** **For Easy Payment Terms, see Page 5.**

### 25 Treble Keys—12 Basses

**12 V 671**—Reeds: 2 sets in treble, 2 in bass. Size, 6¼x12½ in. **State color.** Shipping wt., 16 lbs ..... **$21.75**

**12 V 6644**—Keratol covered case to fit ..... **$2.25**

### 25 Treble Keys—24 Basses

**12 V 672**—Reeds: 2 sets in treble, 4 in bass. Size, 6¾x12½ in. **State color.** Shpg. wt., 27 lbs ..... **$29.35**

**12 V 6644**—Keratol covered case to fit ..... **$2.25**

### 41 Treble Keys—120 Basses

**12 VM 676**—Reeds: 4 sets in treble, 5 in bass. With indicator. Size, 7¾x18⅝ in. **State color.** Shpg. wt., 60 lbs ..... **$87.50**

**12 VM 6648**—Keratol covered case to fit ..... **$6.25**

### 21 Treble Keys—8 Basses

**12 V 670**—Reeds: 2 sets in treble, 2 in bass. Size, 5¾x11 in. **State color.** Shpg. wt., 13 lbs ..... **$17.45**

**12 V 6643**—Keratol covered case to fit ..... **$2.25**

### 34 Treble Keys—48 Basses

**12 V 673**—Reeds: 2 in treble, 4 in bass. Size, 7x16½ in. **State color.** Shpg. wt., 27 lbs ..... **$39.95**

**12 V 6646**—Keratol covered case to fit ..... **$3.25**

### 34 Treble Keys—80 Basses

**12 V 674**—Reeds: 4 in treble, 5 in bass. With indicator. Size, 7¾x16⅝ in. **State color.** Shpg. wt., 30 pounds ..... **$64.50**

**12 V 6646**—Keratol covered case to fit ..... **$3.25**

# The Finest CHRISTMAS GIFT of All

Originally Sold At $49.50

$39.75

## Brand New Portables at Worth While Savings

### HERMES FEATHER WEIGHT

Unusual portability without sacrificing a single necessary mechanical feature. Weighing only 8½ pounds, it can be easily carried. But it's strong, too. Careful engineering and Swedish steel type bars have built years of wear into it. Not a toy but a mechanically complete portable. Remarkably quiet. Standard keyboard and carriage. Size, 13⅜x11½x2⅝ inches in non-breakable chromium trimmed carrying case. Made in Switzerland. Uses standard one color ½-in. ribbon. Guaranteed by Sears. **Prepaid.**

**3V4503—Pica type only.**
Cash or Easy Payment..... $34.95
Easy Payment Terms: $4 down, $5 monthly. Use Easy Payment Order Blank in Back of Catalog

### CORONA STANDARD PORTABLE

Equipped with the famous floating shift which operates on ball bearings, and piano-key action make this one of the smoothest working portables built. Press the shift key on a Corona and only the type segment moves—that means fast, tireless typing. Also has the Corona Touch Selector with seven adjustments for setting key tension to your own personal touch. Exceeded in performance only by the 1938 "Pacemaker" Corona Standard. Complete with handsome carrying case, operating instructions, touch-typing pamphlet. **Prepaid.**

**3V4508—PICA TYPE**
**3V4509—ELITE TYPE**
$44.95
Cash or Easy Terms.
Easy Payment Terms, $5 down, $5 monthly.
Use Easy Payment Order Blank in Back of Catalog

### Save $9.75 on This Genuine REMINGTON 5 PORTABLE

*Brand New—Never Been Used*

Make a real saving on this famous Remington 5 portable, in rich black enamel and shiny nickel finish. A sturdy machine built for years of service to expert or novice, but weighing only 12½ pounds. Completely equipped in every respect, with Remington's exclusive greased type bar mechanism and paragraph key. Carrying case. Operating and touch typing instructions. Only at Sears can you buy this completely equipped Remington 5 Portable. **Prepaid.**

**3V4811—PICA TYPE**
**3V4511—ELITE TYPE**
Cash or Easy Terms. $39.75
$4 Down, $5 Monthly. Use Easy Payment Order Blank in Back of Catalog.

**Portables are mailable but we recommend shipment by prepaid express. State which.**

## SELECT A PRACTICAL GIFT

### Four-Pocket Brief Case

Sturdy goat-grain artificial leather to give you long wear. Four roomy pockets, one of them with a Hookless fastener. Edges are doubly reinforced to prevent tipping or tearing where strain comes. Leather straps with snout buckles. Extension lock and key for protection of your property. Strong genuine leather handle. Size, 15⅜x10⅝ in. Black or brown. **State color.** Shpg. wt., 2 lbs. 3 oz.

**3V4950**..... $1.49

### Roomy Tweed School Bags

Name stamped in gold. Smart brown and gray herringbone material. Rubber lining. Large outside bunch pocket, artificial leather pencil pocket and corners. 14x10½ inches. **Print name.** Shipping wt., 1 lb. 4 oz.

**3V4960**—Bag with leather handle lasted to full length steel bar..... 79c

**3V4961**—Bag with double riveted top grain leather shoulder strap fastened to bag with 2 metal rings..... 79c

### Shirley Temple's Picture in Colors on Pencil Box

49c

Two drawers and upper section filled with pencils, eraser, etc. Box size, 4¼x⅞x2⅛ inches. Shpg. wt., 1 lb. 4 oz.

**3V4806—Complete**..... 49c

### Youngsters' One Drawer Box

Not shown. Without Shirley Temple picture. Shpg. wt., 15 oz.

**3V4820—Complete**..... 25c

### Fine Quality Playing Cards

Assorted picture back designs, gilt edges, bridge size. Individually boxed. Originally sold up to 35c. Shpg. wt., 6 oz.

**3V6901—Special Per Deck**..... 23c

## GOOD LOOKING INEXPENSIVE PEN SETS

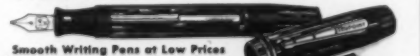
### A SPECIAL GIFT IDEA

**Ink Indicator Tells When to Refill**

$1.69 Set

There's no reason for running out of ink with this dandy pen, because the transparent barrel section tells you when the ink is low; like the gas gauge on your car, it gives warning when it's time to "fill 'er up." Barrels are beautifully designed and made of unbreakable material in rich, pearl-like colors. Points are solid 14-K gold with a hard iridium tip for super-smooth writing. Pen caps are trimmed with gold-plated band and clip in natural yellow gold color. The pencils match perfectly. They are of the propel-repel-type with erasers and extra leads. Colors: Silver Pearl, Golden Pearl, Emerald Pearl. **State color.** Shipping weights, set, 7 ounces; pen, 4 ounces.

**Men's size set 4V5709**..... $1.69
**Women's size set 4V5710**..... 1.69
**Men's Pen Only 4V5711**..... $1.29
**Women's Pen Only 4V5712**..... 1.29



### Smooth Writing Pens at Low Prices

A fine matching pen and pencil set in DuPont pearl effect colors for $1.00! A 14-K gold iridium-tipped fountain pen for 79 cents! Real bargains, especially for Christmas presents. Self-filling lever action pen. Propel-repel-type pencil. Shpg. wt., set, 5 oz.; pen, 2 oz.

**Men's Size Set 3V8058**..... $1.00
**Women's Size Set 3V8059**..... 1.00
**Men's Pen 3V7716**..... 79c
**Women's Pen 3V7717**..... 79c

### Women's Small Size Pen With Cord

A convenient pen for any girl or woman. Small handy handbag size. Detachable long black cord with slide. 14-K solid gold medium point tipped with iridium for smooth writing. Gold plated trim. Choice of pearl-like colors, Silver Pearl, Golden Pearl, or Emerald Pearl. **State color.**

**4V5714**—Shipping weight, 4 ounces..... 98c

SEARS ✓ PAGE 97

## DeVoe Water Color Paint Set

Usual 75c Value

Washable panel, size, 13¼x10¾ in., on which you paint, 4 primary colors, 2 picture sheets, 2 cut-out stencils for tracing, 2 camel's hair brushes, pencil and sponge. In 13½x11⅝ in. box.

**3 V 1850**—Full instructions. Shpg. wt., 1 lb. 2 oz. **39¢**

SHIRLEY TEMPLE
JUST A LITTLE GIRL
SHIRLEY TEMPLE
SHIRLEY TEMPLE
SHIRLEY TEMPLE

## Student's Bible Fits into Pocket

Artificial leather. Has clear self-pronouncing type, 24 colored pictures and 5 colored maps. Bound in overlapping artificial leather. Ideal as a Christmas gift from Sunday school teachers to members of their class. King James Version. Low priced but complete. Size, 3¾x5⅜ in. Shipping weight, each, 1 lb. 4 oz.

**3 V 2803**

Each **95c** ; **6** for **$5.58**

**3 V 2802**—Genuine Leather. Each for **$1.55** ; **6** for **$8.95**

## Teachers' Beautiful Bible Genuine Flexible Leather

Beauty and usefulness—combined in the 1450 pages of this ideal gift Bible for home study, Teaching and class use. King James Version. Self-pronouncing black-face type. Complete concordance with Bible encyclopedia; questions and answers; center references. Colored maps and 32 full page illustrations—8 in color. Words of Jesus in Red. Silk headbands, Marker Ribbon under gold edges. Presentation page. Size, 5¼x7¾ inches. Shipping weight, 2 pounds 8 ounces.

**3 V 2823**—Indexed. Boxed **$3.79**

Keratol . . . Artificial Leather Binding

Contents and edges as above, but with all words in black.

**3 V 2824**—Indexed. Boxed **$2.98**

## STANDARD REFERENCE INDEXED BIBLE

*As Easy to Use as a Dictionary*
**Originally Sold for $10.85**

**$5.95**

Here is an easy, quick and perfect access to Bible knowledge . . . a single book with condensed practical and essential information on the Bible **equivalent to an actual religious library of twelve volumes.** It has a simple and comprehensive system of indexing all facts and teachings of the Bible in a few condensed and well chosen words. **All references by book, chapter, verse and page number** enabling the reader to find the Scriptures relating to any thought even though the indexed word does not appear in the Bible text. Also gives outlines for sermons and indexes Biblical information of practical value on live modern topics. Includes concordance, maps, two color text and other features. 1096 orange under gold edged pages and bound in Black Seal Grain overlapping leather covers. King James Version.

**3 V 2804**—Shpg. wt., 3 lbs. 10 oz. **$5.95**

Received Blue Ribbon Award at Texas Centennial

**YOUR NAME STAMPED IN GOLD FREE ON ANY OF THE ABOVE BIBLES. PRINT NAME WANTED.**

## Best Known Poems of Edgar A. Guest

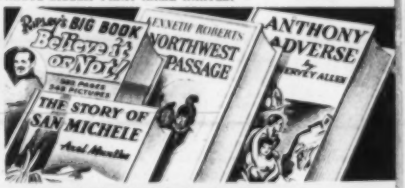
**Exclusive Edition!** A treasure and a pure delight—so eloquently do these wise homey verses say for us what we ourselves would like to say if only we knew how! Two complete books in **EACH** volume . . . **PLUS** an introductory message by Mr. Guest and a lovely reproduction of both his authorized signature and his photograph. This warm personal touch of the author's makes both of these inviting volumes most welcome gifts. About 375 pages in each book. 4¾x7⅛ inches—with gold stamped cloth covers, 4-color jackets and headbands. Shipping weight, each, 1 lb. 6 oz.

**$2.50 Value**

**$1.00**

**3 V 2256**—Two Books in One: "A Heap O' Livin'" and "Life's Highway." **Special at . . . $1.00**

**3 V 2298**—Two Books in One: "The Path to Home" and "When Day Is Done." **Special at . . $1.00**




## Nation-Wide Best Sellers

**Be up to date and read the books of the day**

**3 V 2111**—**Believe It or Not**—*by Ripley.* Over 350 illustrations. Thrills! Shpg. wt., 2 lbs. Originally $4.50. Now . . . . . **87c**

**3 V 2013**—**Story of San Michele**—*by Axel Munthe.* True experience of a famous doctor. Shpg. wt., 3 lbs. 4 oz. Was $1.98. Now **$1.39**

**3 V 2053**—**Anthony Adverse**—*by Hervey Allen.* A book that made the critics rave. 1224 **pages.** Shpg. wt., 3 lbs. Originally $3.00. Now **$1.69**

"Prices of following books fixed by State Law.)

**3 V 2012**—**Northwest Passage**—*by Kenneth Roberts.* Powerful fast moving story of an adventurer. **Postpaid . . . . . $2.75**

**3 V 2050**—**Gone With the Wind**—*by Margaret Mitchell.* A gripping story of the south. **Postpaid . . . . . $3.00**

## 3 Regular Full Length Novels $1.00

***Usually Sell at Twice This Special Holiday Price!***

Full length novels by well known authors . . . fiction that regularly sells elsewhere for 75c each. Even Sears hasn't ever before sold these brightly jacketed, cloth bound books for less than 65c apiece. Stories include tales of fast-riding, quick shooting cowboys; ingeniously plotted detective stories, charming romances and adventure stories that hold your interest till the last page. Get a supply at these low prices.

| | |
|---|---|
| Apache Devil | The Sheriff Rides |
| Storm Drift | Green Pastures |
| Valley Gold | Love's a Puzzle |
| High Courage | Dry Gulch Adams |
| Stampede | Hell-Cracy Range |
| The Farm | The Harvesting |
| Deliverance | Cold Journey |
| Scarlet Pimpernel | |
| Breakfast in Bed | |
| Wife vs. Secretary | |
| Diamond River Man | |
| Come to My Wedding | |
| Red Headed School Ma'am | |
| Drury Lane's Last Case | |

**3 V 209**—State titles. Shpg. wt., ea., 1 lb. 2 oz. Ea. **39c** ; Any **3** for **$1.00**

## Popular Books

***An Always Welcome Christmas Gift***

**64c**

Exciting adventure and mystery stories, roaring, red blooded westerns, tender appealing romances—all great stories.

| | |
|---|---|
| Last Wagon Train | White Orchids |
| Amaryllis | Grace of Stuttering Bishop |
| Good Earth | Knight Without Armor |
| Rainbow Cottage | Fair As the Moon |
| Into the Sunset | It's a Great World |
| Prisoner of Zenda | Mountain Man |
| Dragon Murder Case | Silver Spurs |
| Kennel Murder Case | Trail Diver |
| The Strange Proposal | Border Breed |
| Beauty for Ashes | Sandy |
| Run of the Brush | |

**3 V 210**—State titles. Shpg. wt., ea., 1 lb. 2 oz. . . . . **64c**

## A Treasure Chest of Memories $1.69

***Edited by Joe Mitchell Chapple***

Poems, prose and anecdotes dear to the hearts of millions of Americans. Beautifully printed de luxe edition, size 6⅛x9⅜, of over 900 pages, bound in rich buff art canvas, stamped in green and gold. A lovely Gift . . . Shipping weight, 3 pounds 10 ounces.

**3 V 2011** . . . . . **$1.69**

## EXTRA FANCY FRESH MIXED NUTS

Our finest—top quality new 1937 crop nuts. The best assortment we have ever offered at this price. They're delicious. Diamond Brand California walnuts; fancy Georgia paper-shell pecans; large, creamy, waxed Brite Brazils; IXL Soft-shell almonds; and selected filberts. Shpg. wt., 3 lbs. 6 oz.

3 Pounds **77c**

8 V 7919—3-Pound Box ..... 77c

8 V 7904 5-Pound Bag ..... $1.29 Shpg. wt., 5 lbs. 8 oz.

8 V 7909 1-Pound Bag ..... 27c Shpg. wt., 1 lb. 4 oz.

### Popular Priced Mixture

Quality sold by many as their best. 1937 crop nuts, slightly smaller and not as fancy as above selection. Shipping weight, 3 pounds 6 ounces.

3 Pounds **65c**

8 V 7938—3-Lb. Box ..... 65c

8 V 7913 5-Lb. Bag $1.00 Shpg. wt., 5 lbs. 8 oz.

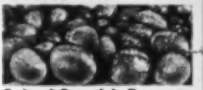
8 V 7911 1-Lb. Bag 23c Shpg. wt., 1 lb. 4 oz.

### Mixed Salted Nuts

Fresh, crisp Brazil nuts, cashews, almonds, and pecans. No peanuts. Shipping weight, 1 pound 6 ounces.

Extra-fancy 1-Pound Bag ..... 69c
8 V 8701

Good quality 1-Pound Bag ..... 49c
8 V 8702



### Salted Spanish Peanuts

New crop, crisp and delicious, roasted peanuts. Shipping weight, 2 pounds 4 ounces.

2-Pound Bag ..... 25c
8 V 7907

### Salted Cashew Nuts

One of the most popular nuts. High quality, roasted to a light brown. They're crisp and tasty. Shipping weight, 1 lb. 6 oz.

1-Pound Bag 49c
8 V 8700

**2 Pounds Rich, Crisp Mixed Nuts With Wood Bowl, Nut Cracker and Picks** **89c**

Here's a dandy gift for the whole family, and right in the spirit of Christmas, too. Two pounds of fine new 1937 crop selected mixed nuts all fresh, crisp, and delicious. With rustic wood nut bowl, natural bark still on the outside, and smooth varnished finish inside. The bowl is about six inches in diameter, and comes equipped with six nut picks and a strong cracker. An unusual value at our low price. Shipping weight, 3 pounds 13 ounces.

8 V 7908—2 Pounds Nuts and Nut Bowl Set ..... 89c

**Nut Bowl With Cracker and Picks** **95c**

Natural wood bark finish outside. Inside is smooth and varnished. Complete with special forged steel nut cracker and 6 picks. Size of bowl, about 8 to 10 in. in diameter. Shpg. wt., 2 lbs. 10 oz.

8 V 9786 ..... 95c

### Christmas Puddings and Mince Meat

### Plum and Fig Puddings

Of course you want a steaming plum or fig pudding with your Christmas dinner! And Atmore's puddings are nationally known for their quality—they'll grace thousands of tables on Christmas day. Nothing will delight your family more than their rich, fragrant deliciousness. Plum pudding is the traditional English dessert, and fig pudding is always very popular. Atmore's puddings taste as good as the best home made pudding you ever had. One 2-lb. can serves 10–12 people. Shpg. wt., 2 lbs. 6 oz.

2 Pounds **49c**

2-Lb. Plum Pudding 8 V 7980 49c : 2-Lb. Fig Pudding 8 V 7981 49c

NEW 1937 CROP

# NUTS IN THE SHELL

LARGE No. 1 SIZE

**Fresh Roasted Peanuts in Shell**

These are fine quality, large size Virginia peanuts carefully and scientifically roasted to their shells to bring out the fine, delicious, rich nut flavor. Note our low price. Shpg. wt., 2 lbs. 6 oz. and 5 lbs. 8 oz.

2-Pound Bag ..... 27c 8 V 8737

5-Pound Bag ..... 63c 8 V 8738

**Paper Shell Stuart Georgia Pecans**

Extra large, sweet nut meats, with washed thin shells. Shipping wt., 1 lb. 4 oz.

1-Lb. Bag ..... 27c 8 V 7914

**Georgia Cracker Pecans**

Tasty, medium size. Shpg. wt., 1 lb. 4 oz.

1-Lb. Bag ..... 19c 8 V 7934

**Large Brite Brazil Nuts**

Unusual value! Guaranteed new crop Brazils, hand picked, washed, and bleached, with large, sweet meats. Shpg. wt., 1 lb. 4 oz. and 5 lbs. 8 oz.

1-Lb. Bag ..... 27c 8 V 7906

5-Lb. Bag ..... $1.29 8 V 7901

LARGE-SIZE NUT MEATS

**Soft Shell California Walnuts**

Rich, crisp, and crunchy—the very cream of the 1937 crop of California walnuts. We especially recommend Diamond Brand walnuts which are the finest obtainable.

**Diamond Brand**

Large, extra fancy. Shpg. wt., 1 lb. 4 oz. and 5 lbs. 8 oz.

1-Pound Bag ..... 26c 8 V 7915

5-Lb. Bag ..... $1.19 8 V 7900

**Good Quality**

Medium size. Shpg. wts., 2 lbs. 6 oz. and 5 lbs. 8 oz.

2-Pound Bag ..... 37c 8 V 7902

5-Lb. Bag ..... 89c 8 V 7903

**Selected Filberts**

Sweet and full of flavor. Fine for baking, candy-making or eating. Shpg. wt., 1 lb. 4 oz.

1-Lb. Bag ..... 23c 8 V 7905

**Paper Shell Almonds**

New crop IXL almonds, extra fancy with shells that are easy to crack. Crisp and nutritious.

Shpg. wt., 1 lb. 4 oz.

1-Lb. Bag ..... 31c 8 V 7918

### Mince Meat

**Miles Standish Mince Meat**

This old favorite New England mince meat recipe will give your mince pies wonderful flavor. Guests and family will enjoy every bite and hint for a second helping. A two-pound can will make two average size pies. Shipping weight, 2 lbs. 6 oz.

2-Pound Can ..... 26c 8 V 7952



BE SURE TO ORDER PLENTY OF NUTS FOR THE HOLIDAYS

SAY "MERRY CHRISTMAS" TO ALL YOUR FRIENDS

**25 LOVELY FOLDERS 25c**

Only a penny a piece—but they've got an expensive look! Each comes with its own envelope and furthermore, notice that they're **folders**—not just cards! An exclusive Sears assortment priced exceptionally low. Worth double Sears price. Colorful designs—many on inside as well as outside of folders. Fancy papers that usually come only on higher priced cards! Sizes, from 3⅜x4⅛ to 4⅛x4¾ in. Shipping weight, 8 ounces.

**3 V 5690—25 Folders in fancy box** ..... **25c**

**19 SUPERB, EXTRA-RICH FOLDERS 39c**
**Every One a 5c Value!**

Impressive double folders—the kind everyone likes to receive—they're so warm and cheery in design and sentiment! Double folders—several with gold or silver color inlays—others with shiny silk like papers and a shadowy two-tone effect background that brightens their beauty! All the familiar favorite Christmas designs—snow scenes, poinsettias, candles, holly, camels, and wise men. Printed or lithographed in colors. Many have designs inside, too! Envelopes included. Sizes from 4⅛x4¼ in. to 6¼x4¾ in. Shipping weight, 10 ounces.

**3 V 5686—19 Folders in fancy box** ..... **39c**

*Your Name* ON ATTRACTIVE CHRISTMAS CARDS — WE PRINT YOUR NAME IN APPROPRIATE TYPE ON FOLDERS SHOWN BELOW

*An Exceptional Value*

**50 ELEGANT FOLDERS 89c**

These masterpieces of color, design and sentiment are printed with your name—yet Sears price them unbelievably low! Ten double folders each of 5 outstanding designs: Poinsettia, Fireside scene, Candles, Outdoor scene, and Church scene. Gorgeously lithographed in 4 colors on fancy gray finish paper. Each design contains a different sentiment, graciously expressed. Size, 5x4⅛ in. Envelopes included. Your name printed in black ink on inside page. **Print name.** Allow 1 day for printing. Shipping weight, 1 pound.

**3V5762—50 Folders** ..... **89c**

**25 PERSONAL FOLDERS 95c**

Winter scene in 3 colors on fancy double folder. Design on inside, too. Shiny silver foil inlay on edges. **"With Best Wishes for a Merry Christmas and a Happy New Year"** and your name printed in black on third page. 4x5 in. **Print name;** allow one day. With envelopes. Shpg wt, 14 oz.

**3 V 5763—25 Folders** ..... **95c**

**21 DE LUXE FOLDERS 59c**
**Agents Sell for $1.00**

Agents usually charge $1.00 for cards of this quality—and they're worth it, too! Elaborately colored double folders brilliantly conceived—and NEW as 1938! No two designs alike. Scenes you like to see—Poinsettias, candles, holly, snow scenes, lithographed in delightful colors. Many are novelty-cut or double folders with gold or silver color inlays. Each worth 25c each! Appropriate sentiments. Size, 4x3 in. to 5⅛x6⅛ in. Envelopes included. Shipping weight, 12 ounces.

**3 V 5685—21 Folders in fancy box** ..... **59c**



**21 COLORFUL FOLDERS 39c**
**Self-Seal Envelopes**

A REAL Value! Usually costs 75c elsewhere! A splendid assortment printed or lithographed in rich harmonizing colors. Carolers, fireplaces, couches, candles, etc. Popular 4-fold style with inside design too. **Each one has a Self-Seal envelope that eliminates bothersome moistening.** Sizes range from 4⅛x4½ to 4⅞x5½ in. Shipping weight, 8 ounces.

**3 V 5693—21 Folders Assorted in Fancy Box** ..... **39c**



**Self-Seal Envelopes**
Just fold one flap over other and press down.

*It's a Better* **GIFT** *when it's Better* **WRAPPED**



**TO WRAP AND TIE YOUR GIFTS**

**Wrapping Tissue**

**3 V 5566—Assortment.** 39 sheets size, 20x30 in. 22 White, 8 Red, 4 Green, 3 Decorated. Shpg wt, 1 lb 4 oz. ..... **21c**

**30 Assorted.**
**3 V 5569—White.** 40x20 in. 24 Sheets ..... **10c**
**3 V 5571—Red.** 30x20 in. 20 Sheets ..... **10c**
Shpg. wt., above 2 items, 12 oz. each.

**Cellophane Ribbon**

For sparkling, attractive gifts! ⅛ in. wide. Plain Red, Green, or Blue. **State color.** Shipping weight, 2 oz.
**3V5580—90 Feet** ..... **10c**

**Poinsettia Design**

½ in. wide. Printed in Red and Silver or Green and Silver. **State color.** Shpg. wt., 2 oz.
**3V5586—45 Feet** ..... **10c**

**Special Gift-Wrapping Assortments on Page 2.**

**SEALS—TAGS—CARDS**
**Colorful 175 Pieces for 19c**

Here's everything! Big and bright! Includes 5½ inch red poinsettia seal, 3⅜ inch holly and poinsettia spray. Two 5-in. parcel post labels, plenty of "do not open" seals, cut-out cards, tags with string. Shpg. wt., 7 oz. ..... **19c**
**3 V 5558—175 Pieces**

**100 cards, tags and seals (not illustrated).** Shpg. wt., 3 oz. ..... **10c**
**3 V 5567—100 Pieces**

Here it is!

## The Taste Hit of the Year!
## Chocolate, Nut and Fruit Assortment!

If you're looking for a real taste thrill or want a gift that will make a good impression, you'll buy this supreme quality nut and fruit assortment! It's perfect! Every piece was selected with painstaking care to give you an enticing and thrilling selection of crispy almonds, Brazil nuts, filbert and pecan clusters, cordial cherries, and many others just as tasty. All coated in dark vanilla and rich milk chocolate. Packed in beautiful gift box.

| 8V7939 | 8V7941 | 8V7940 |
|---|---|---|
| 5 Pound Box $1.98 | 2 Pound Box 95c | 1 Pound Box 49c |
| Shipping weight, 6 lbs. | Shpg. wt., 2 lbs. 12 oz. | Shpg. wt., 1 lb. 8 oz. |

## Delicious Chocolates, a Taste Sensation

You'll make no mistake in buying this excellent selection of fine quality chocolates! Every piece is sure to prove a delightful experience. This is a splendid assortment of nougats, caramels, soft tops, fruit-flavored fondant creams, clusters and chocolate dates . . . all here at their best! Thick rich coatings of light and dark chocolate blended with centers to give them irresistible flavors. In attractive Christmas design box. A sensational value at this low price. Ideal for Home or gift.

8V7927—Shipping weight, 6 lbs. ..... 5 Pound Box $1.39

## Two-In-One Gift Package

A two-pound box of nuts and candy combined that will prove a real treat and will satisfy every taste. Delicious, fine quality assorted chocolates, weight, 1 lb. 10½ oz. with a centerpiece of extra fancy salted mixed nuts (no peanuts), weight, 5½ oz. In attractive gift box. Shpg. wt., 2 lbs. 12 oz.

8V7920 2-Pound Box 98c

## De Luxe Chocolate Coated Cherries

Everyone loves good chocolate coated cherries! These are so luscious they'll melt in your mouth. Large whole red cherries in rich cream, heavily covered with dark vanilla chocolate.

8V7942 1-Pound Box 37c

## Bargain Cherries

Good quality priced low.

8V7929 1-Pound Box 24c

Shpg. wts., 1 lb. 8 oz. each.

## Bargain in Quality Chocolates

A good selection with an eye to variety as well as economy. Full flowing creams, nougats, and caramels coated with light and dark chocolate. These chocolates are pure, wholesome and delicious and Sears price is exceptionally low. In attractive box. Shpg. wt., 2 lbs. 8 oz. and 1 lb. 8 oz.

8V7925 2 Lb. Box 44c

8V7933 1 Lb. Box 23c

## Crammed With Goodies for the Youngsters!

They'll enjoy it, every bit! And the big hollow chocolate Santa Claus wrapped in bright colored foil isn't the only thrill! Six little hollow chocolate Santas, kiddies and animals, six white marshmallow snowmen, candy butter creams in novelty shapes, and plenty of hard candy besides! All packed in gaily paper grass-lined, pockets. Shipping weight, 2 pounds 4 ounces.

8V7943—Complete ..... 39c

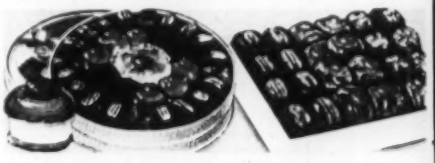
## Christmas Cookies

3 LBS. FOR $1.00

Delicious assortment of real old fashioned Christmas cookies! All the old favorites, such as Pfeffernusse, Springerle, Lebkuchen honey cookies) and a marzipan Santa Claus. 3 pounds in attractive Christmas box.

8V7949

Shpg. wt., 3 lbs. 12 oz. $1.00



## Delicious Candied and Stuffed Fruits

Choice assortment of imported and domestic candied and glazed fruit. Pineapple slice, figs, dates, prunes, cherries, and marshmallow-apricot sandwiches. In beautiful round metal box you'll use a long time after the fruit is gone. A grand value! Shipping weight, 2 pounds 8 ounces.

8V8226—2 Pound Box ... 98c

Fancy stuffed dates and candied figs in a toothsome assortment everyone will enjoy. Big delicious California figs candied with honey and syrup, all cherry ripe. Large pitted dates, some stuffed with blended fruits and nuts, others stuffed with dates. All dates nut-topped. A healthful confection. Shpg. wt., 2 lbs.

8V7947—2 Pound Box for 77c

*A Merry Christmas to Everyone!*

# 10 POUNDS TASTY ASSORTED HOLIDAY CANDIES

## PACKED IN 10-QUART GALVANIZED PAILS

Every one will find his favorite in Sears Christmas candy pail assortments. We especially recommend the De luxe candy pail for schools, churches, lodges and Christmas parties. The FREE 20 empty Christmas boxes provide attractive packages for convenient distribution.

**ECONOMY QUALITY** *Without Boxes* — **$1.49** — 10 Lbs.

A good assortment of holiday candies at a bargain price. ... contains one section hard candy, French ... peanut brittle, ... state drops and gum drops. A pure wholesome assortment. Not illustrated. Shpg. wt., 15 lbs.

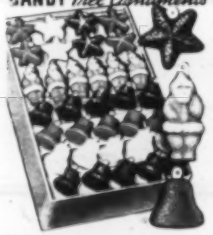
8V7959 — 10 Lbs. Candy and Pail — $1.49

**DE LUXE QUALITY** *With 20 Christmas Boxes* — **$1.79** — 10 Lbs.

Extra fine quality candy! Delicious as can be—golden brown **peanut brittle**, a tasty mixture of **hard and filled candy** in many flavors, of fashioned **chocolate drops** and fruit-flavored **gum drops**. 20 half-pound size Christmas boxes included FREE. Shipping weight, 16 pounds.

8V7960 — 10 Lbs. Candy—20 Boxes—Pail — $1.79

## CANDY *Tree Ornaments*



**60 PIECES FOR 55c**

**Here's Something Brand New!**

Colorful marshmallow candy tree ornaments—and they're just as good to eat as they are attractive. They are sure to make a hit with everyone, especially the kiddies. Just hang them on the tree by their little paper loops and watch the childrens' eyes light up. Assortment consists of red, yellow and green Christmas bells and stars, and pink and white Santas. 20 bells, 22 stars, and 18 Santas in each box. Shpg. wt., 3 lbs.

8V7932—Sixty Pieces... 55c

**De Luxe All Filled Hard Candy**

Our finest quality. Thin, crispy sugar shells in assorted flavors, colors and designs. Every piece filled with delicious jams, nut butters or creams.

1-lb. bag — 8V7982 — 19c — Shpg. wt., 1 lb. 4 oz.
2-lb. bag — 8V7983 — 49c — Shpg. wt., 3 lbs. 8 oz.

**Filled and Solid Holiday Candy**

A good quality and delicious mixture. Many flavors and colors.

2-lb. bag — 8V7928 — 28c — Shpg. wt., 2 lbs. 4 oz.
5-lb. bag — 8V7930 — 65c — Shpg. wt., 5 lbs. 8 oz.

**Holiday All Hard Candy**

Fruit flavored, fresh and wholesome.

3-lb. bag — 8V7921 — 39c — Shpg. wt., 3 lbs. 6 oz.
5-lb. bag — 8V7922 — 59c — Shpg. wt., 5 lbs. 8 oz.

## *Christmas Stocking*

**Chock Full of Candy, Nuts, Toys** — **49c**

*A Thrill for the Kiddies!*

What child wouldn't be overjoyed with a Christmas stocking like this! **Toys, candy, nuts, novelties,**—everything any child could wish for in a big Christmas stocking, full to overflowing! Just think, a toy lantern filled with candy, toy bank with key, chocolate Santa wrapped in bright colored foil, chocolate money wrapped in gold color foil and packed in gold color mesh bag. All of this plus plenty of candy and nuts make this stocking one of the most delightful gifts for a child. Order several and hear the children's joyful shouts when they find them on Christmas morn. Stocking unpacked and included with "Trains" to insure your receiving them in first class condition. Shpg. wt., 2 lbs. 4 oz.

8V7931—All for only 49c

**Buttercreams for Christmas!**

Surprise the kiddies! Include some of these pure wholesome butter creams in their Christmas stockings. They will be delighted with the many appealing shapes, such as Santa Claus, Christmas trees, autos, jack knives, dolls, etc. All in a large variety of tasty flavors and pleasing colors. Makes it a real festive day for the youngsters. Shipping weights, 1 lb. 5 oz. and 2 lbs. 10 oz.

8V7916 — 1 Lb. Bag — 19c
8V7917 — 2 Lb. Box — 37c

**Empty Christmas Boxes!**

Gay-colored one half-pound size folding boxes with tape handles. Simply fill them with delicious candy from any of our assortments. Just the thing for churches, lodges, schools or for hanging on Christmas trees. Shpg. wts., 12, 8 oz.; 50, 2 lbs. 4 oz.; 100, 5 lbs. 11 oz.

8V8623 — 12 Boxes For — 10c
8V8625 — 50 Boxes — 37c
8V8624 — 100 Boxes — 67c

## *Two Gifts in One*

**5 LBS. CANDY** In 4-Quart Aluminum Kettle — **$1.59**

You can't imagine such a delicious colorful assortment of hard candy in so many flavors, and brilliant colors! Raspberries, cut rock, gibson etc. all packed in a quality 4-quart polished aluminum kettle with "clamp-on" strainer style cover that has many uses when the last piece is eaten. Be sure you have plenty of candy for Christmas. Shpg. wt., 7 lbs.

8V8101—5 lbs. Candy and Kettle — $1.59

# Top Off Your Holiday Dinner with *Fruit Cake*

Fruit cake for dessert! Why, it's as much a part of Christmas as the big green Christmas tree itself. So of course you want as fine a cake as you can possibly have. But why spend the whole holiday season in the kitchen? Let Sears furnish the big, luscious cake, full of fruits and nuts. We use only the finest ingredients, and our cakes actually cost you less than those you'd make yourself. They make ideal gifts.

## 5 Pounds of Superfine Fruit Cake Easily Worth $5.00 — $2.98

**Packed in Beautiful Decorated Metal Gift Box**

This old-fashioned fruit cake is baked from a treasured old English recipe combining specially selected fruits including whole red cherries, candied pineapple, lemon and orange peel, citron and crisp pecan halves, blended in a real fruit cake dough to produce a delicacy second to none. You will find these cakes as moist and flavorful as though aged for months. Contain more fruit, and nuts than a well-known cake selling for $5.00.

8V7946—Shipping weight, 6 lbs. 10 oz. ..... 5 Pounds for $2.98

## 5 Pounds Fine Quality Fruit Cake At Least a $3.50 Value — $1.98

**Packed in Beautiful Decorated Metal Gift Box**

Moist, rich and delicious. A quality fruit cake full of crisp pecans, pineapple, citron, cherries, and other candied fruits. You'll use the metal gift box long after the last slice is gone. Shpg. wts., 6 lbs. 10 oz.; 3 lbs. 4 oz.

8V7945 5 Pounds for $1.98 8V7944 2 Pounds for 89c

## 5 Pounds Mellow Fruit Cake Made from a New Home Recipe — $1.00

**Each Cake in Gleaming Cellophane**

A tasty fruit cake at a low price. Not a spice cake, but real fruit cake with nuts and candied fruits. Shpg. wts., 5 lbs. 14 oz.; 2 lbs. 8 oz.; 1 lb. 5 oz.

5 Pounds 8V7937 $1.00 2 Pounds 8V7912 49c 1 Pound 8V7936 29c

## *Delicious Chocolates—In Gift Box*

## 5 Pounds Good Quality Assorted Chocolates — 89c

**Less Than 18c Per Pound**

What a bargain! You wouldn't believe such tasty chocolates could be sold at so low a price! But here they are, so make it a real Merry Christmas this year, and let this big bargain in chocolates help you celebrate. You know they're wholesome, for only the finest ingredients are used in these chocolates. They're fresh, too—as fresh as if you made them yourself in your own kitchen. They'll please every taste, for here is a wide variety of fillings—chewy caramels, tasty nougats, crisp nut clusters, luscious fruit creams in several flavors. All coated in velvety smooth dark vanilla chocolate and light sweet chocolate. The amazing low price has affected neither the variety nor the quality; you'll be proud to offer this candy to your guests. Packed in gay Christmas box. Shipping weight, 6 pounds.

8V7924 ..... 5 Pound Box 89c